JOE RYAN
ROOM 320

TRADE NEWS

3-X-H

September 2, 1958

'DRAGNET' TO HAVE NEW TUESDAY TIME-SPOT ON NBC-TV WHEN IT STARTS FALL SERIES SEPT. 23

"Dragnet," one of television's outstanding based-on-fact series about the detection of big city crime, moves to a new time period with the start of its Fall series on NBC-TV Network Tuesday, Sept. 23, 7:30-8 p.m., EDT. (The series was previously scheduled Thursdays, 8:30-9 p.m., EDT).

Jack Webb -- who not only created "Dragnet" but also produces, directs and stars in each episode -- resumes his role as Lt. Joe Friday and Ben Alexander returns as Sgt. Frank Smith.

The series is sponsored by the Bulova Watch Company through McCann-Erickson Inc.

Barbara Nichols is featured on the premiere as a motion picture star who reports receiving anonymous threats to disfigure her. Friday and Smith are sent to a Hollywood sound stage to investigate.

When Webb introduced "Dragnet" on the NBC-TV Network in January, 1952, the show received high praise not only for its entertainment value but also for its authentic, realistic approach in depicting a police force in action. The program has won scores of television industry awards as well as citations and commendations from civic leaders and safety officials.

"Dragnet," which is based on actual cases taken from the files of the Los Angeles Police Department, is produced and directed for the NBC-TV Network at the Mark VII Studios in Studio City, Calif.

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MALCOLM MacGREGOR IS APPOINTED EXECUTIVE PRODUCER
OF NBC EDUCATIONAL TV PROJECT

Appointment of Malcolm MacGregor as executive producer of the NBC Educational Television Project was announced today by Edward Stanley, NBC Director of Public Affairs.

Since he joined NBC in 1956, Mr. MacGregor has been in the business affairs areas of Programming and Sales. For the past year he has been manager of business administration with Facilities Operations.

Mr. MacGregor was born in Melrose, Mass., and is a graduate of Middlebury College (B. A., 1951) and Harvard Graduate School of Business Administration (M. B. A., 1953). After Harvard he spent three years in the Navy as supply officer on a destroyer. He is married and lives in New York City.

In his new post Mr. MacGregor will succeed Brice Howard, who is leaving the network to join the faculty of the College of Communication Arts at Michigan State University.

The Educational Television Project, launched in 1957 in partnership with the Educational Television and Radio Center, brought into being the first live programming ever to be produced expressly for educational TV stations on a nationwide basis. It is under overall supervision of Edward Stanley.

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NBC-New York, 9/2/58

MARCUS MACDONOUGH IS APPOINTED EXECUTIVE PRODUCER OF NBC EDUCATIONAL TV PROJECT

Appointment of Marcus MacDonough as executive producer of the NBC Educational Television project was announced today by Edward Stanley, NBC Director of Public Affairs.

Since he joined NBC in 1950, Mr. MacDonough has been in the business affairs area of Programming and Sales. In the past year he has been manager of business administration with Participating Operations.

Mr. MacDonough was born in Quincy, Mass., and is a graduate of Middlebury (Conn.) Coll. (B. A., 1952) and Harvard Graduate School of Business Administration (M. B. A., 1955). After Service in Japan, where he was in the Army as supply officer on a destroyer. He is married and lives in New York City.

In his new post Mr. MacDonough will succeed Dwight Ward, who is leaving the network to join the faculty of the College of Communication Arts at Michigan State University.

The Educational Television Project, launched in 1957 in partnership with the Educational Television and Radio Center, brought into being the first live programming ever to be produced expressly for educational TV stations on a nationwide basis. It is under overall supervision of Edward Stanley.

NBC-New York, 6/7/60

JOE RYAN
ROOM 320

3-X-H

NBC COLOR TELEVISION NEWS

September 3, 1958

CHRISTOPHER PLUMMER AND VICTOR JORY TO CO-STAR WITH JULIE HARRIS IN COLORCAST OF 'JOHNNY BELINDA' ON 'HALL OF FAME'

Christopher Plummer and Victor Jory have been signed to co-star with Julie Harris in "Johnny Belinda," which will open the "Hallmark Hall of Fame" season on the NBC-TV Network, Monday, Oct. 13 (9:30-11 p.m., NYT).

"Johnny Belinda," a Milberg production, will be one of six live colorcasts in the 1958-59 "Hallmark" series.

The play will reunite Miss Harris and Plummer, who starred together in "Little Moon of Alban" on the "Hallmark" series last Spring. The Canadian-born actor also appeared with Miss Harris in the stage production of "The Lark." Jory, veteran character actor of screen and stage, will be making his first appearance on the "Hall of Fame."

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NBC TELEVISION NEWS

September 3, 1958

CHARLES VAN DOREN TO JOIN 'TODAY' CAST

Charles Van Doren will join Dave Garroway's NBC-TV Network "Today" show Monday, Oct. 6 as a permanent member of the "Today" "family" with Frank Blair, Jack Lescoulie and Betsy Palmer.

William V. Sargent, Director, NBC Participating Programs, in announcing the appointment, said: "Charles Van Doren will have a regular feature segment on the program, which will employ his special talents as a teacher and as an intelligent observer who has a wide knowledge of many subjects and a warm manner of communication. Following a format that might be called 'persons, places and things' with flexibility, Van Doren will conduct interviews with unusual people and often will be found investigating the facts about in-and-out-of-the-way places."

The format of the Van Doren segment on "Today" will allow him occasionally to review books, plays or other cultural events. He will also examine biographies of names in the news, offer historical information associated with certain dates or anniversaries, and present little-known facts and ideas in science, religion, education and literature.

Van Doren who, since 1955 has been an instructor of English at Columbia University, was a quiz champion ($129,000) on the NBC-TV

(more)

Network's "Twenty-One" program in 1957. Later that year he became a roving reporter for NBC-TV's "Wide Wide World" series, and early in 1958 narrated a series of 10 programs for NBC-TV's "Frontiers of Faith."

More recently -- before acting as host for a week of Dave Garroway's vacation (Aug. 25-29) on "Today" -- he spent five weeks in Washington, D. C., studying the ways of a reporter in the capital.

"Today" is telecast over the NBC-TV Network, Monday through Friday, 7-10 a.m , EDT, except WRCA-TV; on WRCA-TV, 7-9 a.m., EDT.

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JEANNIE CARSON STARS IN ROMANTIC DRAMA ON 'WAGON TRAIN'

Jeannie Carson plays a young Scottish girl traveling westward with her clan in "The Annie MacGregor Story," a repeat drama on "Wagon Train" Wednesday, Sept. 17 (NBC-TV Network, 7:30-8:30 p.m., EDT). When she falls in love with an American, there is trouble among her clansmen.

MARSHAL MATT WAYNE IMPERILED IN PROBE OF SHANGHAIING

During an investigation of the shanghaiing trade, San Francisco's Marshal Matt Wayne (Richard Coogan) finds his life in grave danger on "Shanghai Queen" the Tuesday, Sept. 9 episode of "The Californians" (NBC-TV Network, 10 p.m., EDT).

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NBC-New York, 9/3/58

September 3, 1958

EUROPEAN CRITICS HAIL PREMIERE OF MENOTTI'S "MARIA GOLOVIN," PRESENTED BY NBC OPERA COMPANY AT BRUSSELS WORLD'S FAIR

The world premiere run of Gian Carlo Menotti's new opera "Maria Golovin" at the Brussels World's Fair (Aug. 20-31) was hailed with accolades by the European press. Excitement ran high as this opera, produced by the National Broadcasting Company -- which commissioned the work -- was the only major new musical presentation at the Fair.

The brilliant opening evening was further enhanced by the presence in the audience of Queen Elizabeth of Belgium as well as ambassadors and other high-ranking dignitaries.

The press of many countries united to pay tribute to the composer-librettist and to the NBC Opera Company which produced the work in the American Theatre at the Fair. Excerpts of reviews follow.

The London Sunday Times: "As usual, Menotti's work forms an integrated whole. To award him full marks for his unrivalled sense of theatre, and to grudge him a musical pass, is churlish, for score fits libretto like a glove. Its simple, direct poignancy will ...prove cloying to those for whom music is more an affair of head than heart. Like 'The Consul' after 10 years, it will survive their strictures. Those on whom that work excercised its spell will also

(more)

succumb to 'Maria Golovin,' an opera as mellifluous as any by Puccini, and as theatrically sure."

Le Metropole of Brussels: "This new work was a big success ...The best proof of this was that the emotion of the audience rose so high that they forgot to applaud. It was only at the end of the show that ovations came forth spontaneously, first for the interpreters then for the conductor Peter Herman Adler, for the creator of the decor Ter-Arutunian and finally for the composer, stage director and libretto writer, Gian Carlo Menotti himself."

Corriere della Sera of Milan: "Maria Golovin is perhaps the most beautiful of Menotti's operas. It falls into the serious category -- one might even say, severe...In any case it surpasses both in music and libretto...which are exquisitely romantic, its sister operas (Medium and Consul)...The music is the most pure and contained that Menotti has ever written."

The Standard of Brussels: "The casting was excellent and the ensemble showed the master hand of the stage direction of Menotti, especially Franca Duval (Maria Golovin) and Richard Cross (Donata) moved with warm sincerity of their singing and acting. Patricia Neway was perfect as the mother...The company of prisoners' chorus behind the scenes were sung excellently by members of the Belgian National Radio, and the Antwerp Philharmonic Orchestra did beautiful work under the direction of Peter Herman Adler. The performance under the auspices of the National Broadcasting Company was a triumphant success. 'Maria Golovin' will go her way."

Negotiations are under way to present this production of the NBC Opera Company on Broadway in the Fall.

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NBC-New York, 9/3/58

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Negotiations are under way to present this production of the NBC Opera Company on Broadway in the Fall.

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NBC-New York, 9/3/58

NBC TRADE NEWS

September 4, 1958

LEVER BROTHERS CO. BUYS NEW 52-WEEK SCHEDULES EXCEEDING $2,000,000 IN 3 DAYTIME SHOWS ON NBC-TV NETWORK

Lever Brothers Company has purchased new 52-week advertising schedules on three NBC Television Network daytime programs amounting to more than $2,000,000 in gross billings, it was announced today by Walter D. Scott, Vice President, Television Network Sales, for NBC.

The new orders are effective this month and call for the sponsorship of a total of three quarter-hour segments weekly. Lever Brothers will sponsor two segments weekly in the new "County Fair" program (to be telecast Monday through Friday, 4:30-5 p.m., EDT, starting Sept. 22) -- on Tuesdays and Fridays one week and on Mondays and Thursdays during the alternating weeks. The advertiser also will sponsor an alternate-Tuesday segment in "Treasure Hunt" (telecast Monday through Friday, 10:30-11 a.m., EDT) and an alternate-Friday segment in "Haggis Baggis" (colorcast Monday through Friday, 2:30-3 p.m., EDT).

(more)

Lever Brothers' order for "Country Fair" is for its Wisk, Lucky Whip and Air-Wick products and was placed through Batten, Barton, Durstine and Osborn, Inc. The orders for "Treasure Hunt" and "Haggis Baggis" are for its Rinso Blue, Stripe toothpaste, Lux Liquid and Pepsodent toothpaste, and were placed through the J. Walter Thompson Company.

The new orders from Lever Brothers are in addition to the advertiser's current schedules in the following NBC-TV Monday through Friday daytime programs: "The Price Is Right" (telecast 11-11:30 a.m., EDT) and "Concentration" (telecast 11:30-12 Noon, EDT).

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NBC-New York, 9/4/58

September 4, 1958

Attention, Sports Editors

KICKOFF!

TOP TEAMS AND MAJOR GAMES LISTED ON NBC-TV NETWORK'S 1958 COLLEGE FOOTBALL SCHEDULE STARTING SEPT. 20; AUBURN-TENNESSEE, IOWA-NOTRE DAME, ARMY-NAVY ON TELECAST SLATE

It's football time again, and the NBC-TV Network is ready for the kickoff of its 1958 collegiate football schedule.

This Fall, for the seventh time in eight years, NBC-TV will telecast the schedule of games approved by the National Collegiate Athletic Association. Grid powers from all sections of the nation and several classic rivalries, including the 59th annual Army-Navy battle and the 65th annual Texas-Texas A. & M. contest, are on the TV slate.

The 1958 schedule fits 11 games into nine dates -- eight Saturdays and Thanksgiving Day -- and includes games in all eight NCAA districts. It opens Sept. 20 and closes Dec. 6 with split-network telecasts on both dates. Coast-to-coast telecast will be presented on the other seven dates.

Among the football powers listed on the TV schedule are Auburn, unbeaten last year and top-ranked in many post-season polls; Iowa, Navy, Texas A. & M. and Notre Dame -- all among the top 10 teams, and Army and Tennessee, also highly ranked.

(more)

September 4, 1959

Washington, Sports Bulletin

| KIDDCOM |

FOR TWINS AND MAJOR GAMES, LISTED ON MBC-TV NETWORK'S 1959 COLLEGE FOOTBALL SCHEDULE STARTING SEPT. 26; ALWAYS-TRUSTED, IOWA-NOTRE DAME, ARMY-NAVY ON THANKSGIVING DAYTIME

It's football time again, and the NBC-TV Network is ready for the kickoff of its 1959 collegiate football schedule.

This fall, for the seventh time in eight years, NBC-TV will telecast the maximum of games approved by the National Collegiate Athletic Association. Grid power from all sections of the nation and several classic rivalries, including the 52nd annual Army-Navy battle and the 65th annual Texas-Texas A. & M. contest, are on the TV plate.

The 1959 schedule (Pts 1) opens into the dawn -- eight Saturdays and Thanksgiving Day -- and includes games in all eight NCAA districts. It opens Sept. 26 and closes Dec. 5 with split-network telecasts on both dates. Coast-to-coast telecast will be presented on the other seven dates.

Among the football games listed on the TV schedule are Auburn, undefeated last year and top-ranked in many post-season polls, Nov. 7; Texas A. & M. and Notre Dame -- all among the top 10 teams, and Army and Tennessee, also highly ranked.

(more)

The Southeastern Conference clash between Auburn and Tennessee will be the Sept. 27 telecast. Iowa vs. Notre Dame will be the presentation on Nov. 22. Two of the top TV attractions will be the two Big Ten contests on Oct. 11 and Nov. 1. The games will be selected as the season progresses. (NOTE: See accompanying page for full schedule of games.)

According to NBC estimates, an average audience of 25,000,000 is expected to view the coast-to-coast football telecasts.

Commentators for the "Game of the Week" series for the fourth consecutive year will be two expert football broadcasters, Lindsey Nelson and Red Grange. Nelson is NBC's assistant sports director and Grange, the legendary "Galloping Ghost of Illinois," is an all-time grid great.

Sponsorship of NBC-TV's national football coverage will be shared by Bayuk Cigars, Inc., Gulf Oil Corporation, Libbey·Owens·Ford Glass Company and Sunbeam Corporation.

In addition to the nationwide series, NBC-TV has scheduled regional telecasts in the Eastern, Big Ten and Pacific Coast areas on four Saturdays, Oct. 18, Oct. 25, Nov. 8 and Nov. 15. All regional games will be chosen as the season progresses.

Nelson and Grange will announce the Eastern regional games to be viewed in NCAA Districts 1 and 2. Mel Allen and Curt Gowdy will be the commentators for the Big Ten regional telecasts in NCAA District 4. Chick Hearn and Lee Giroux will handle the Pacific Coast regional games in NCAA District 8.

(more)

1 - NBC-TV Football Schedule

The Southeastern Conference clash between Auburn and Tennessee will be the kept, by telecast, Saturday, Nov. 1. The game will be the presentation on Nov. 22. Two of the top TV attractions will be the Ivy Big Ten contests on Oct. 11 and Nov. 1. The games will be telecast on the Saturday preceeding. (NOTE: See accompanying page for full schedule of games.)

According to NBC estimates, an average audience of 25,000,000 is expected to view the coast-to-coast football telecasts.

Commentators including "Dean of the Men" series for the Saturday contest involving will be two famous football crosshandsers, Lindsey Nelson and Red Grange. Nelson is NBC's standard sports announcer and Grange, the legendary "Galloping Ghost of Illinois," is the all-time grid great.

Sponsorship of NBC-TV's national football coverage will be shared by Brown-Williams, Inc., Gulf Oil Corporation, Libbey-Owens-Ford Glass Company and Sunoco Corporation.

In addition to the nationwide series, NBC-TV has scheduled regional telecasts in the Pacific, Big Ten and Southern Coast areas on four Saturdays, Nov. 15, Oct. 25, Nov. 8 and Nov. 15. All regional games will be chosen on the action presented.

Nelson and Grange will announce the Auburn regional game to be viewed in Ohio Stations 1 and 2. Red Allen and Don Gray will be the commentators for the Big Ten regional telecasts in WGN/Detroit. Gulf Oil Corp. and Lee Oldsmobile will sponsor multiple Western regional games in WGN/Detroit 2.

(more)

3 - NBC-TV Football Schedule

Pre-game and post-game shows will be presented on some of the national telecast dates, starting Oct. 11. "The Wheaties Sports Page," sponsored by General Mills, Inc., will precede six games. "NBC Football Scoreboard," with Russ Hodges and Otto Graham as sportscasters, will follow the telecasts on five dates. It is sponsored by the Kemper Insurance Company.

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NBC-New York, 9/4/58

1958 NBC-NCAA FOOTBALL SCHEDULE

NATIONAL TELECASTS

DATE	GAME	LOCATION	STADIUM	TELECAST TIME ****
Sept. 20*	Missouri-Vanderbilt	Columbia, Mo.	Memorial Stadium	4:45 EDT
Sept. 20*	Denver-Oklahoma State	Denver, Colo.	Denver Stadium	4:45 EDT
Sept. 27	Auburn-Tennessee	Birmingham, Ala.	Legion Stadium	4:45 EDT
Oct. 4**	California-Washington State	Berkeley, Calif.	Memorial Stadium	4:45 EDT
Oct. 11	Big Ten Game	(teams and starting time to be selected as season progresses)		
Nov. 1	Big Ten Game	(teams and starting time to be selected as season progresses)		
Nov. 22	Iowa-Notre Dame	Iowa City, Iowa	Iowa Stadium	2:15 EST
Nov. 27***	Texas-Texas A. & M.	Austin, Texas	Texas Memorial Stadium	2:45 EST
Nov. 29	Army-Navy	Philadelphia, Pa.	Municipal Stadium	1:15 EST
Dec. 6*	Miami-Oregon	Miami, Fla.	Orange Bowl	1:15 EST
Dec. 6*	Boston College-Holy Cross	Boston, Mass.	Alumni Stadium	1:15 EST

* - *Split Network*
** - *Follows World Series Telecast*
*** - *Thanksgiving Day*
**** - *15 Minutes Before Kickoff*

REGIONAL TELECASTS

Regional telecasts will be carried in NCAA Districts 1 and 2 (East), District 4 (Big Ten) and District 8 (Pacific Coast) on four Saturdays, Oct. 18, Oct. 25, Nov. 8 and Nov. 15. Games and times will be selected as the season progresses.

* * *

FACT SHEET -- FOOTBALL TEAMS ON NBC-TV 1958 SCHEDULE

TEAM	NICKNAME	COACH	LEADER IN SERIES -- WON, LOST, TIED	1957 WINNER AND SCORE
Missouri vs. Vanderbilt	Tigers Commodores	Dan Devine Art Guepe	Missouri 2-0-1	7-7 tie
Denver vs. Oklahoma State	Pioneers Cowboys	John Roning Cliff Speegle	Okla. State 6-1-0	no game
Auburn vs. Tennessee	Tigers Volunteers	Ralph Jordan Bowden Wyatt	Tennessee 5-4-0	Auburn 7-0
California vs. Washington State	Golden Bears Cougars	Pete Elliott Jim Sutherland	California 19-8-3	Wash. State 13-7
Iowa vs. Notre Dame	Hawkeyes Fighting Irish	Forest Evashevski Terry Brennan	Notre Dame 8-5-3	Iowa 21-13
Texas vs. Texas A. & M.	Longhorns Aggies	Darrell Royal Jim Myers	Texas 42-17-5	Texas 9-7
Army vs. Navy	Cadets Middies	Earl (Red) Blaik Eddie Erdelatz	Army 29-24-5	Navy 14-0
Miami vs. Oregon	Hurricanes Ducks	Andy Gustafson Len Casanova	1st game	--
Boston College vs. Holy Cross	Eagles Crusaders	Mike Holovak Eddie Anderson	Holy Cross 26-25-3	Holy Cross 14-0

* * *

CREDITS FOR NBC-TV'S "GAME OF THE WEEK" FOOTBALL TELECASTS

TIME:	Eight Saturday afternoons between Sept. 20 and Dec. 6, and Thursday Nov. 27.
COVERAGE:	Telecasts of collegiate football games involving top teams in all sections of the country. The national schedule includes coast-to-coast telecasts on six Saturdays and Thanksgiving Day, and split-network arrangements on opening and closing Saturdays. This is seventh time in eight years that NBC-TV has carried the schedule of games approved by the National Collegiate Athletic Association. (NOTE: See accompanying page for schedule of games.)
COMMENTATORS:	Lindsey Nelson and Red Grange.
SUPERVISOR:	Tom S. Gallery, NBC Sports Director.
PRODUCER:	Perry Smith.
DIRECTOR:	Harry Coyle for most of games; Bill Bennington, Jack Dillon and Dick Weinberg on certain dates.
SPONSORS AND AGENCIES:	Bayuk Cigars, Inc. (Feigenbaum and Wermen); Gulf Oil Corporation (Young & Rubicam, Inc.); Libbey.Owens.Ford Glass Company (Fuller & Smith & Ross, Inc.); Sunbeam Corporation (Perrin-Paus Company).
NBC PRESS REPRESENTATIVE:	Bob Goldwater (New York).

-----o----- NBC-New York, 9/4/58

QUESTIONS FOR DISCUSSION "SAME OR THE WEEK" SCHOOLS SEMINARS

[illegible]

Chapel Saturday afternoon lecture

Chapel, AM and Tues. 6, and Thursday

Nov. 22.

[illegible]

Discussion of relations (Faculty Dean

involving the dean in all sections of

the country. The national economic in-

stitute quasi-social relations on air

Saturday and Thanksgiving Day, and

qualitative arrangements on counting

and leading discussions. This is devoted

[illegible] in which pieces Chap [illegible] TV and

supplied the authority of some agencies

by the Alabama Christian Advance. Ad-

ministration. (Chapel: The Commission

Date for relationship of [illegible]

[illegible]

Sun 8. Saturday, and [illegible] Program.

Sunday [illegible].

Sunday [illegible] for week [illegible]

Sunday [illegible] Sunday [illegible] and [illegible]

Relationship on counting [illegible].

[illegible] AND ADMINISTRATION

Legal Chapel Inst. (Chapel [illegible] and

Lecture).

Staff Sat Conversation (Young & Rowland

Inst.).

Library Management Study Conference (Junior

& Senior & Soph. Inst.).

Business Conversation (Junior-Senior Conference).

Sat Afternoon (Dean [illegible]).

[illegible] Monday [illegible], [illegible]

September 4, 1958

FOUR KEY NBC NEWSMEN RETURNING TO U. S. FOR SPECIAL ONE-HOUR TELECAST ON 'THE LAST QUARTER' OF 1958

Four key NBC News overseas correspondents -- Joseph C. Harsch in London, John Chancellor in Vienna, Cecil Brown in Tokyo and Irving R. Levine in Moscow -- will be brought back to the United States to appear with Chet Huntley, David Brinkley and Frank McGee in a special one-hour live telecast Sunday, Oct. 19 (NBC-TV Network, 5-6 p.m., EDT).

Titled "The Last Quarter," the telecast will be, says producer Chet Hagan, "an appraisal of the world and domestic situation as we approach the end of the most momentous year of the last decade."

The returning correspondents also will speak at NBC affiliated stations' meetings, scheduled in New York Oct. 22-24.

'PEOPLE ARE FUNNY' (GUIDED BY MAN WHO PROVED IT--ART LINKLETTER)
TO START NEW FALL SERIES ON NBC-TV AND NBC RADIO NETWORKS

Emcee Art Linkletter--prankster extraordinary--will launch the new Fall telecast season of "People Are Funny" on the NBC-TV Network Saturday, Sept. 13 (7:30-8 p.m., EDT), marking the start of the series' fifth TV year. The stunt show also enters its 17th year on the NBC Radio Network Wednesday, Sept. 10 (8:05-8:30 p.m., EDT).

Univac, the huge mechanical brain introduced two seasons ago, will also be back, probing into affairs of the heart and picking ideal mates. The fabulous machine will also come up with some innovations. A "marriage roundup" by Univac reveals that of the two dozen couples matched by the machine, one couple is contemplating marriage. "This," says Linkletter, "not only shows that 'People Are Funny' but also that the program has not sought to exploit couples by pushing them into marriage."

Among other items set for the Fall season will be an episode filmed at the Brussels World's Fair with an African native chief, a Saudi Arabian and an Egyptian.

Sponsors for the new season on the NBC-TV Network again will be the Toni Company for New Even-Waving Toni, Adorn Hair Spray, Deep Magic and Tonette, through North Advertising Co.; Tame and White Rain, through Tatham-Laird; Reynolds Tobacco Company for Salem Cigarettes, through William Esty Company; Paper Mate Pen Company, through Foote, Cone and Belding, and Bobbi through Clinton E. Frank.

John Guedel is producer, Irving Atkins director and Pat McGeehan announcer for "People Are Funny."

-----o----- NBC-New York, 9/4/58

NBC TRADE NEWS

'THIS IS YOUR LIFE' STARTING NEW SEASON ON NBC-TV WITH RALPH EDWARDS PLANNING SOME REMOTE (AND EVEN OVERSEAS) ORIGINATIONS VIA VIDEO TAPE

Ralph Edwards will return to the NBC-TV Network Wednesday, Sept.24 (10-10:30 p.m., EDT), for the seventh consecutive television season of his "This Is Your Life" series with many planned innovations --including overseas originations.

The show again will be sponsored by Procter and Gamble through the Benton and Bowles advertising agency.

Long one of television's most popular series, as indicated by polls of viewers, host Edwards' novel program of "living biographies" will present what its creator terms "bigger and better shows--each half-hour program a 'little spectacular' in itself." With the use of video tape, Edwards will take his stage "anywhere in the world."

Present plans call for the first two or three shows of the season to originate in New York, 3,000 miles from the program's "home stage" at the NBC-TV studios in Burbank, Calif. Also he will take the program overseas for the first time in the Fall when he originates a special telecast in Honolulu.

As another improvement for his show, Edwards says he will depart from the use of the basic setting, so that "each show will have a set in keeping with the particular story."

"This Is Your Life" is produced by the Ralph Edwards Production Company with Axel Gruenberg serving as its producer and Dick Gottlieb as its director.

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NBC-New York, 9/4/58

NBC TELEVISION NEWS

September 4, 1958

JOHN PAYNE, STAR OF 'THE RESTLESS GUN,' WRITES TELEPLAY FOR FIRST PROGRAM OF NEW SEASON

"The Restless Gun," highly-rated adult Western series starring John Payne, will start its 1958-59 season on the NBC-TV Network Monday, Sept. 22 (8-8:30 p.m., EDT). Payne portrays Vint Bonner, trouble-shooting cowboy in the post-Civil War West.

For the first program of the new season, Payne wrote his own teleplay, "Jebediah Bonner." He adapted it from a story by Will Cook, based on a character created by Frank Burt. Payne's teleplay tells the story of Jeb Bonner, a fabled marshal, who has come home to retire. The son of an outlaw whom Jeb killed in line of duty 20 years before, however, needles him into a gun fight.

In this story Payne plays Jeb Bonner, Vint's grandfather; James Best is Jim Kenyon, the outlaw's son, and Dennis Holmes is young Robby. Others in the cast are Carlyle Mitchell as Dr. Ken Ludlow, Edith Evanson as Mrs. Ludlow, Read Morgan as Bob Kenyon, Don Harvey as Sheriff Richter and Jean Allision as Bess Avery.

David Dortort is producer of the show and Edward Ludwig will direct the first episode.

Alternate week sponsors will be Procter & Gamble Co., through Leo Burnett Co., Inc., and Sterling Drug, Inc., through Dancer-Fitzgerald-Sample, Inc.

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NBC COLOR TELEVISION NEWS

ELSA LANCHESTER HAS TITLE ROLE IN "MOTHER GOOSE,"
COLORCAST MUSICAL ON "SHIRLEY TEMPLE'S STORYBOOK"

Character actress Elsa Lanchester, will play the title role in "Mother Goose," a full-hour colorcast musical on "Shirley Temple's Storybook" Sunday, Dec. 21 (NBC-TV, 8-9 p.m., EST).

The production, which will be done on film, will go before the cameras this month in Hollywood, according to its producers -- Henry Jaffe Enterprises, Inc., in association with Screen Gems, Inc.

Miss Lanchester, currently in London co-starring with her husband Charles Laughton in "The Party," will take a leave-of-absence from the play to do the "Mother Goose" role for the Shirley Temple series. She is expected to arrive in Hollywood on Monday, Sept. 8.

Henry Greenberg and Malvin Wald have been signed to write the script for the filmed musical.

NBC-New York, 9/4/58

September 4, 1958

ROBERT W. SARNOFF HONORED BY AMERICAN BAR ASSOCIATION
FOR FURTHERING UNDERSTANDING OF U. S. JUDICIAL SYSTEM

Robert W. Sarnoff, Chairman of the Board of NBC, has received a Silver Gavel Award presented by the American Bar Association for "distinguished service in furthering public understanding of the American judicial system."

The award was presented by Charles S. Rhyne, President of the American Bar Association, at its national convention in Los Angeles last week. It was accepted, on behalf of Mr. Sarnoff, by Richard Harper Graham, NBC Vice President, Law, Pacific Division.

The citation commended NBC for two television productions, "American Trial by Jury" and "An Act of Law."

"American Trial by Jury" was a two-part dramatized search through the origins of jury trial conducted by Joseph N. Welch, written by Andrew McCullough, directed by Richard Dunlap, and produced by Robert Saudek on the "Omnibus" series Nov. 3 and 17, 1957.

"An Act of Law" was a cross-country look at justice, law enforcement and crime in the United States, written by Harold Azine, directed by Van Fox, and produced by Ted Rogers on the "Wide Wide World" series Dec. 22, 1957.

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NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

Sept. 14-20 (All Times EDT)

Sunday, Sept. 14

7-7:30 p.m. -- "Noah's Ark" -- filmed dramatizations of the experiences of a young veterinarian. Paul Burke, May Wynn and Victor Rodman star. Tonight -- "The Talking Ostrich."

PREMIERE

7:30-8 p.m. -- "Northwest Passage" -- the story of Major Robert Rogers and his Rangers and their heroic exploits in the French and Indian War. Keith Larsen, Buddy Ebsen and Don Burnett star. Tonight's premiere episode is "Fight at the River."

8-9 p.m. -- "The Steve Allen Show" -- music, comedy and variety starring Steve Allen, with tonight's guests: Jayne and Audrey Meadows, Roberta Sherwood and comedian Larry Daniels.

9-10 p.m. -- "The Chevy Show" -- music, comedy and variety starring John Raitt, Edie Adams and Janet Blair, with the comedy team of Rowan and Martin.

Monday through Friday, Sept. 15-19

12:30-1 p.m. -- "It Could Be You" -- audience-participation show with surprises, starring Bill Leyden as host.

2:30-3 p.m. -- "Haggis Baggis" -- Fred Robbins is host of this game program.

(more)

Monday, Sept. 15

7:30-8 p.m. -- "Haggis Baggis" -- Jack Linkletter is emcee.

Tuesday, Sept. 16

7:30-9 p.m. -- "The Pied Piper of Hamelin," starring Van Johnson, Claude Rains, Lori Nelson, Kay Starr and Jim Backus. A musical play based on the classic poem by Robert Browning. Book and lyrics by Hal Stanley and Irving Taylor. (Filmed repeat).

Wednesday, Sept. 17

9-10 p.m. -- "Kraft Mystery Theatre" -- full-hour mystery dramas. Tonight's play is "A Cup of Kindness," by William Iverson, adapted for television by Alvin Boretz.

Thursday, Sept. 18

7:30-8 p.m. -- "Tic Tac Dough" -- with Jay Jackson as emcee.

10-10:30 p.m. -- "The Price Is Right" -- with Bill Cullen as emcee.

Friday, Sept. 19

7:30-9 p.m. -- "The Bob Hope Buick Show" presents "Roberta," starring Bob Hope, and co-starring Anna Maria Alberghetti and Howard Keel. The musical comedy is by Jerome Kern and Otto Harbach.

Saturday, Sept. 20

8-9 p.m. -- "The Perry Como Show" -- music, comedy and variety starring Perry Como with guest stars.

* * * * *

NOTE: PLEASE ADD TO THE SEPTEMBER COLORCAST SCHEDULE:

"Noah's Ark" (telecast Sundays, 7-7:30 p.m., EDT) on Sept. 21 and 28.

NOTE: PLEASE DELETE FROM THE SEPTEMBER COLORCAST SCHEDULE:

"It Could Be You" (telecast Mondays through Fridays, 12:30-1 p.m., EDT) -- Sept. 22 through 26, and Sept. 29 and 30.

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NBC-New York, 9/4/58

[illegible] - NBC-TV NETWORK CONTINUITY, [illegible]

[illegible]day, April 14

7:30-8 p.m. -- "Jackie Gleason" -- Jerry Lewis, [illegible] guest.

[illegible]ursday, April 15

7:30-8 p.m. -- "The Old Gabby or Bugsville" starring Van Johnson, [illegible] Gabby Hayes, Jay Silver and Jim Backus; A musical [illegible] play based on the classic western movie, Frontier Marshal, [illegible] Lorian by Max Shulman and Jerry Davis. (Filmed [illegible] Hollywood [illegible]).

[illegible]dnesday, April 16

9-10 p.m. -- "Dinah Shore's Theatre" -- full-hour musical-drama [illegible] Boulter's play, The "A Cup of Kindness," by Melissa Stevens [illegible] adapted for television by Alvin Sargent.

[illegible]nesday, April 17

7:30-8 p.m. -- "Ask The Lawyer" -- [illegible] Day discussing an [illegible].

10-10:30 p.m. -- "The Fire In The Night" -- star: Bill Cullen as host.

[illegible]day, April 19

7:30-8 p.m. -- "The Bob Hope Buick Show" presents "Hawaiian [illegible]" starring Bob Hope, and co-stars Jane Russ, Maria Alonzo[illegible] and Howard Keel. The musical comedy is by Jerome Lawrence and Robert Lee Hardee.

[illegible]turday, April 20

8-9 p.m. -- "The Perry Como Show" -- music, comedy and variety [illegible] starring Perry Como with guest stars.

* * * * *

[illegible]: PLEASE ADD TO YOUR [illegible]

"Hawaii [illegible]" (Welcome Monday, April 10 p.m., EST) on Sept. 21 and [illegible].

[illegible]: PLEASE DELETE FROM YOUR [illegible]

"It Could Be You" (Telecast Monday, February 13, 10:30-11 a.m., [illegible]) -- Sept. 22 through Oct. 24 and [illegible].

NBC COLOR TELEVISION NEWS

September 4, 1958

CREDITS FOR 'NORTHWEST PASSAGE' COLORCASTS ON NBC-TV NETWORK

TIME:	NBC-TV Network colorcasts, Sundays, 7:30-8 p.m., EDT, starting Sept. 14.
STARS:	Keith Larsen as Major Robert Rogers, Buddy Ebsen as Sgt. Hunk Marriner and Don Burnett as Ensign Langdon Towne.
DIRECTORS OF VARIOUS EPISODES:	George waGGner (cq), Tom Carr, Alan Crosland and Jacques Tourneur.
EXECUTIVE PRODUCER:	Samuel Marx.
PRODUCER:	Adrian Samish.
BASED ON THE NOVEL BY:	Kenneth Roberts.
WRITERS OF VARIOUS EPISODES:	Gerald Drayson Adams, Sloan Nibley, Marion Parsonnet, Buckley Angell, David Lang and Anthony Ellis.
DIRECTOR OF PHOTOGRAPHY:	Harkness Smith.
ART DIRECTORS:	William A. Horning and Merrill Pye.
FILM EDITOR:	Frank Santillo.
ASSISTANT TO THE PRODUCER:	Mildred Le Vaux.
ASSISTANT DIRECTOR:	Bob Justman.
SET DECORATIONS:	Henry Grace and Richard Pefferle.
MUSIC CONSULTANT:	Raoul Kraushaar.
MAKE-UP:	William Tuttle.

(more)

2 - Credits for 'Northwest Passage'

RECORDING SUPERVISOR: Dr. Wesley C. Miller.

PRODUCED BY: MGM-TV for the NBC-TV Network.

FILMED AT: MGM-TV Studios, Culver City, Calif.

NBC PRESS REPRESENTATIVES: Al Cammann, New York; Jane Westover, Hollywood.

* * *

PREMIERE STORY: (Sept. 14) -- "Fight at the River."

PREMIERE SHOW CAST: Larsen and Ebsen with Rayford Barnes as Fessler, Stuart Wade as Phillips, Harry Lauter as Mason, Denny Miller as Cooper and Hal Riddle as Rafferty.

PREMIERE SHOW DIRECTOR: George waGGner.

PREMIERE STORY WRITERS: Sloan Nibley and waGGner.

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NBC-New York, 9/4/58

CREDITS FOR 'DRAGNET' ON THE NBC-TV NETWORK

NEW TIME PERIOD:	Tuesdays, 7:30-8 p.m., EDT. (new Fall series starts Sept. 23). (Program was previously telecast Thursdays, 8:30 p.m., EDT).
FORMAT:	Based-on-fact series about the detection of big city crime.
STAR:	Jack Webb as Lt. Joe Friday.
FEATURING:	Ben Alexander as Sgt. Frank Smith
PRODUCER AND DIRECTOR:	Jack Webb.
ASSISTANT DIRECTOR:	Harry D'Arcy.
TECHNICAL ADVISERS:	Office of Chief W. H. Parker of the Los Angeles Police Department.
WRITERS:	James Moser, Frank Burt and Michael Cramoy.
DIRECTOR OF PHOTOGRAPHY:	Edward Coleman.
SUPERVISING FILM EDITOR:	Robert M. Leeds.
ORIGINAL THEME MUSIC COMPOSED BY:	The late Walter Schumann.
ORCHESTRATIONS:	Nathan G. Scott.
NARRATORS:	George Fenneman and Hal Gibney.
SPONSOR:	The Bulova Watch Company
AGENCY:	McCann-Erickson Inc.
ORIGINATION:	Mark VII, Ltd., Studio City, Calif.
NBC PREE REPRESENTATIVE:	Bill Fague (New York); Kay Mulvihill (Hollywood).

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NBC-New York, 9/4/58

September 5, 1958

MATTHEW J. CULLIGAN AND P. A. SUGG ELECTED

EXECUTIVE VICE PRESIDENTS OF NBC

- - -

William N. Davidson and Raymond W. Welpott Named Vice Presidents

Matthew J. Culligan, Vice President, NBC Radio Network, and P. A. (Buddy) Sugg, Vice President, NBC's Owned Stations and Spot Sales Division, have been elected Executive Vice Presidents by the NBC Board of Directors, Robert W. Sarnoff, Chairman of the Board of NBC, announced today. Both Mr. Culligan and Mr. Sugg are members of the NBC Executive Council.

William N. Davidson, General Manager of WRCA, WRCA-FM and WRCA-TV, NBC's Owned Stations in New York, and Raymond W. Welpott, General Manager of WRCV and WRCV-TV, NBC's Owned Stations in Philadelphia, have been elected Vice Presidents by the NBC Board of Directors.

Mr. Culligan joined NBC in August, 1952, and was assigned to the sales staff of NBC-TV's "Today" program. He later was named sales manager of NBC's Participating Programs Department. He was promoted to National Sales Manager for the NBC Television Network on Nov. 15, 1954, and was elected Vice President and National Sales Director on Dec. 5, 1955.

(more)

Mr. Culligan was appointed head of the NBC Radio Network on Aug. 24, 1956. He resides in Rye, New York, with his wife and four children.

* * *

Mr. Sugg joined NBC April 1, 1958, as head of the company's Owned Stations and Spot Sales Division after resigning as Executive Vice President and Director of WKY Television System, Inc., a subsidiary of the Oklahoma Publishing Company. In this latter position, he was General Manager of Stations WKY and WKY-TV, Oklahoma City; WSFA-TV, Montgomery, Ala., and WTVT, Tampa, Fla.

Mr. Sugg has nearly 30 years experience in all phases of station operation, management and development. His first job in the broadcast field was with Station KPO in San Francisco, in 1929, as a control room engineer. He later became supervisor of engineers for NBC in San Francisco. In December, 1945, Mr. Sugg joined the Oklahoma Publishing Company as Manager of WKY. He and his wife live in Manhattan. They have a married daughter and three grandchildren.

* * *

Mr. Davidson first joined NBC in July, 1938, leaving in 1941 to join the J. Walter Thompson agency. In June, 1952, Mr. Davidson rejoined NBC as Eastern Sales Manager of Radio Spot Sales. He was promoted successively to National Sales Manager of Radio Spot Sales in August, 1952; Assistant General Manager and Director of Sales for WTAM and WNBK, the NBC radio and TV stations in Cleveland, February, 1954; Assistant General Manager of WRCA and WRCA-TV, September, 1955; Manager of WRCA-TV, June, 1956, and General Manager of WRCA, WRCA-FM and WRCA-TV in September, 1956.

Mr. Davidson lives in Greenwich, Conn., with his wife and three daughters.

* * *

(more)

Mr. Welpott joined NBC in June, 1958, as a general executive in the Owned Stations and Spot Sales Division. He was promoted General Manager of WRCV and WRCV-TV in August, 1958. Immediately prior to joining NBC, Mr. Welpott was Vice President of WKY Television System, Inc., and Manager of WKY and WKY-TV, Oklahoma City, Okla.

Mr. Welpott joined General Electric in 1938 and was appointed accountant for Stations KOA (Denver), KGO (San Francisco), WGY and WRGB (Schenectady), and five short-wave stations owned by General Electric. In 1955, he became Manager of WRGB, a pioneer television station which began operation in 1939.

Mr. Welpott lives in Philadelphia with his wife and two sons.

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NBC-New York, 9/5/58

September 5, 1958

NBC NEWS ANNOUNCES PLANS FOR COMPREHENSIVE, FAST, EFFICIENT COVERAGE OF FALL POLITICAL CAMPAIGNS AND ELECTION RETURNS

NBC News has made "extensive plans for comprehensive, fast, efficient coverage of the Fall political campaigns and election night returns," William R. McAndrew, Vice President, NBC News, announced today.

Closeup coverage of key races by television and radio will culminate in an election night special which will pre-empt regularly scheduled TV and radio programs, starting at 9 p.m., EST, on Tuesday, Nov. 4.

Election headquarters for NBC News will be Studio 8-H in the RCA Building, New York. There, the combined reports of NBC News correspondents across the country and the press associations will be fed into mechanical devices for simple, speedy collation and tabulation of results.

NBC News, Mr. McAndrew said, "plans to use new IBM machines and tote boards built by the American Totalizator Company. The IBM machines, which have been developed to speed up and make more accurate the processing of returns, will compute trends and comparisons with previous years in addition to totaling cumulative results." The tote boards, state by state for the gubernatorial and senatorial races, will offer the clearest possible visualization of the returns, McAndrew said.

(more)

For television, Chet Huntley and David Brinkley will serve as anchor men at NBC News election headquarters. Regional interpretations and analyses will be supplied from four centers from coast to coast. These will be manned by Frank McGee in New York, Robert McCormick in Washington, Sander Vanocur in Chicago, and Bill Henry and Elmer Peterson in Los Angeles.

For radio, Merrill Mueller will be anchorman. He will be assisted by H. V. Kaltenborn, Wilson Hall and Morgan Beatty in New York, Richard Harkness in Washington, Jim Hurlbut in Chicago and Ed Arnow in Los Angeles. In addition, Martin Agronsky will cover National Democratic Headquarters in Washington and Frank Bourgholtzer has been assigned to National Republican Headquarters. Ray Scherer, NBC News White House correspondent, will remain with the Presidential party.

During the weeks leading up to the elections, McAndrew said, all regular NBC News programs will present extensive coverage of the campaigns. "Outlook" and "Today" will cover the California races, and and "NBC News -- The Huntley-Brinkley Report" and "Comment" will explore developments in the major campaigns.

NBC Radio's "Nightline" has set aside the four Tuesdays in October at 9:45 p.m., EDT, for special reports on the political races. Morgan Beatty will discuss the senatorial races Oct. 7, Richard Harkness will analyze the campaigns for the House or Representatives Oct. 14, Frank McGee will discuss the gubernatorial races Oct. 21, and Merrill Mueller will report the key races Oct. 28. "Monitor" and other NBC Radio programs will also be used to cover the political scene.

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NBC-New York, 9/5/58

NBC COLOR TELEVISION NEWS

September 5, 1958

PERRY COMO TO SPOTLIGHT ROBERT PRESTON, MAUREEN O'HARA, JIMMY VAN HEUSEN AS GUESTS ON PREMIERE OF NEW SEASON

Perry Como will greet headliners from the Broadway stage, Hollywood films and the music world on the new season's premiere "Perry Como Show" Saturday, Sept. 13 (NBC-TV Network colorcast, 8-9 p.m., EDT).

Guests on the program, which will mark the start of Como's fourth year of full-hour, weekly music-variety presentations, will be Robert Preston, star of the Broadway hit musical, "The Music Man"; screen star Maureen O'Hara and composer Jimmy Van Heusen.

In addition to Como as star-singer-host, the regular cast of the "Perry Como Show" series will include conductor-music director Mitchell Ayres, the Ray Charles singers, a dancing group directed by choreographer Louis Da Pron, and Frank Gallop as narrator -- all of whom have worked with Como since he started his Saturday night NBC-TV Network series.

Clark Jones, a TV producer-director since 1949, has been assigned to that position on the Como colorcasts. Among his credits are "Your Hit Parade," "Caesar's Hour," "Peter Pan," "The Fourposter," "The Sleeping Beauty" and, earlier, the Eddie Condon and Morton Downey programs, and "One Man's Family" and the "Voice of Firestone." Returning for the fourth season will be the writing staff headed by Goodman Ace with Jay Burton, Mort Green and George Foster.

(more)

Como began his remarkable rise to fame as a band singer in 1933. In 1945 his RCA Victor hit recording, "Till the End of Time," sold over a million copies. Since then more than 11 of his records have passed the million mark. He also enjoyed success on radio and television, starring in a 15-minute three-times-a-week series. Como was accorded his greatest acclaim soon after the start of his current NBC-TV "Perry Como Show" in the Fall of 1955. The series became the top-rated Saturday night variety show within a few weeks after its start. Since then Como and the show have received many honors including George Foster Peabody and "Emmy" awards.

During the 1958-59 season the "Perry Como Show" will be sponsored, one-half each on various dates, by the American Dairy Association (through Campbell-Mithun, Inc.); Chemstrand Corporation (Doyle Dane Bernbach, Inc.); Kimberly-Clark Corporation (Foote, Cone and Belding); Noxzema Chemical Company (Sullivan, Stauffer, Colwell and Bayles, Inc.); Radio Corporation of America and Whirlpool Corporation (Kenyon and Eckhardt, Inc.), and Sunbeam Corporation (Perrin-Paus Co.).

The "Perry Como Show" again will originate at the Ziegfeld Theatre, New York.

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NBC-New York, 9/5/58

Some begin his remarkable rise to fame as a local singer in [illegible]. In spite of a strong his impression, "Will the End of Time," [illegible] over a million copies. Since then more than 1 of his records [illegible] passed the million mark. He also enjoyed success on radio and [illegible], starring in a 13-minute [illegible]-from-coast style. Soon [illegible] recorded his greatest rendition soon after the death of his mother [illegible] "Terry Come Home" in the Hall of Fame. The styles brought the [illegible] Saturday night variety show within [illegible] after [illegible]. Since then Cole and his show have received many honors including [illegible] Terry Award Melody and "Song" awards.

During the 1970-71 season the "Terry Cole Show" will [illegible] sponsors, one-half also on various dates, by the [illegible] Sales Association (through Campbell-Ewald, Inc.), Chesapeake Corporation (through Dane Advertising, Inc.), Bloomingdale's Department Stores (through Cole [illegible] Darling), Mazzone Commercial Company (Utility, Electric, Chimney [illegible] Duplex, Inc.), Radio Corporation of America, and Mr. Lucky Frozen [illegible] (Lorton and Salmonet, Inc.), and Southern Corporation (Georgia Power [illegible]).

The "Terry Cole Show" again will originate at the Charlotte [illegible], New York.

NBC-New York, 9/5/69

NBC TRADE NEWS
A SERVICE OF RCA

September 5, 1958

'SWISS FAMILY ROBINSON,' STARRING WALTER PIDGEON, WILL BE ONE HOUR SPECIAL NBC TELECAST UNDER REXALL SPONSORSHIP

Walter Pidgeon has been signed to star in an hour-long special dramatization of "Swiss Family Robinson" over the NBC-TV Network Sunday, Oct. 12, 6:30-7:30 p.m., EDT.

Rexall Drug, Inc. will sponsor the show through the Batten, Barton, Durstine and Osborn, Inc., agency.

Alex March will produce "Swiss Family Robinson" and Michael Dyne is the adapter of the novel by Johann Wyss. The show will be presented live from New York.

The special program will pre-empt "Outlook" and "Saber of London."

NBC COLOR TELEVISION NEWS

September 5, 1958

'BOB CUMMINGS SHOW' TO START FIFTH COMEDY SEASON SEPT. 23

"The Bob Cummings Show," with the star portraying bachelor-photographer Bob Collins, returns for its fifth season Tuesday, Sept. 23 (NBC-TV Network, 9:30 p.m., EDT).

Other returning players include Emmy-award winner Ann B. Davis as the patient secretary, Schultzy, and, as members of the 'Collins' household, Rosemary De Camp as Margaret MacDonald and Dwayne Hickman as Chuck MacDonald. King Donovan, Lyle Talbot, Mary Lawrence, Nancy Kulp, Joi Lansing, Lisa Gaye, Olive Sturgess, Dan Tobin and Bob's beautiful models also will participate.

The situation comedy series is sponsored by the R. J. Reynolds Tobacco Company through William Esty Company, Inc.

Barbara Nichols is featured in the opening episode "Bob and Schultzy Reunite," as a dumb, blonde ex-waitress who replaces Schultzy when the latter leaves Bob to work in a missile factory. While Bob tries to cope with his stupid new secretary, Schultzy must fend off an ape-like suitor who threatens to mash Bob to an atom when he offers to come to Schultzy's help.

The series began Jan. 2, 1954 on NBC-TV, where it was presented until June 1955. It moved to another network, but returned to NBC at the beginning of the 1957 season.

(more)

Producer of the series is Paul Henning, who also is one of the writers. His assistant producer is Edward Rubin. In addition to being the star of the show, Bob Cummings is the director. The other writer is Dick Wesson.

The show is filmed at McCadden Productions in Hollywood.

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CREDITS FOR 'THE BOB CUMMINGS SHOW' ON NBC-TV NETWORK

STARTS FIFTH SEASON:	NBC-TV Network, Tuesday, Sept. 23 9:30-10 p.m., EDT.
FORMAT:	Situation comedy series about the romantic handsome bachelor-photographer, his beautiful models, and the complications caused by his well-meaning sister, nephew and unglamorous secretary.
STAR:	Bob Cummings as Bob Collins.
FEATURING:	Ann B. Davis as Schultzy, Rosemary De Camp as Margaret MacDonald and Dwayne Hickman as Chuck MacDonald.
PRODUCER:	Paul Henning.
ASSOCIATE PRODUCER:	Edward Rubin.
DIRECTOR:	Bob Cummings.
WRITERS:	Paul Henning and Dick Wesson.

(more)

DIRECTOR OF PHOTOGRAPHY:	Harry Wild, A. S. C.
THEME SONG:	"A Romantic Guy, I" by Frank Stanton.
SUPERVISING FILM EDITOR:	Guy Scarpitta.
SPONSOR:	R. J. Reynolds Tobacco Co.
AGENCY:	William Esty Co., Inc.
ORIGINATION:	McCadden Productions, Hollywood.
PREMIERE:	Jan. 2, 1954.
NBC PRESS REPRESENTATIVE:	Bill Fague, New York; Bob Bowen, Hollywood.

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NBC-New York, 9/5/58

NBC TELEVISION NEWS

September 5, 1958

'M SQUAD' STARTS SECOND SEASON WITH 'MORE DEADLY'
DRAMA OF WOMAN WHO TRIES RUSE TO HIDE MURDER

A new series of half-hour filmed dramas based on a detective's battle against crime in Chicago will be offered on "M Squad," which opens its second season Friday, Sept. 19 (NBC-TV Network 9:00 p.m., EDT).

Lee Marvin stars as Detective Lt. Frank Ballinger, who covers varied crimes in many neighborhoods. Returning with Marvin this year will be Paul Newlan, as the captain in charge of the M Squad.

The opening episode, titled "More Deadly," will star Ruta Lee as Ora Kane, a quick-thinking killer who tricks Ballinger into believing a false story when she kills two men to cover up an earlier crime. Others in the cast of "More Deadly" will be Voorhies J. Ardoin as Willie, Dorothea Lord as Mrs. Halper, Paul Maxwell as Jim Landry, Thea Ruchert as Ann Morrison and John Mitchum as Mr. Halper. Don Medford directed this opening presentation.

The series is produced by John Larkin of Revue Productions in association with the National Broadcasting Company. It is sponsored on alternate weeks by the American Tobacco Company for Pall Mall Cigarettes through Sullivan, Stauffer, Colwell and Bayles; and the Bulova Watch Company through McCann-Erickson Inc.

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ANNOUNCER-REPORTER JOHN S. PALMER OF WKPT, KINGSPORT, TENN.,
IS AWARDED FIRST EARL GODWIN MEMORIAL FELLOWSHIP

FOR RELEASE MONDAY A. M., SEPT. 8

John Spencer Palmer, 23, an announcer and reporter for Station WKPT, NBC affiliate in Kingsport, Tenn., has been awarded the first Earl Godwin Memorial Fellowship at Columbia University Graduate School of Journalism, it was announced today.

The award, which is sponsored jointly by the National Broadcasting Company and the Radio Corporation of America in memory of the late distinguished NBC News commentator, entitles its recipient to a year's study at the school.

Palmer was selected from a group of candidates by a committee of judges including Edward W. Barrett, dean of the Columbia Graduate School of Journalism; Dr. Forrest H. Kirkpatrick, RCA educational counselor, and Samuel M. Sharkey Jr., editor of NBC News.

A graduate of Northwestern University School of Speech last June, Palmer has worked at WKPT during high school and college vacations. At Northwestern he majored in radio and television. During college days, he was associated on a part-time basis with Channel 11, Chicago, the city's educational television station, and WNUR, Northwestern's own station.

Palmer lives at 1723 Orchard Court, Kingsport.

The Godwin Fellowship will be awarded annually to a qualified candidate, with preference given to those nominated by an NBC affiliated station.

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NBC COLOR TELEVISION NEWS

September 5, 1958

MARY MARTIN STARTING TWO-WEEK ALASKAN TOUR TO PERFORM FOR SERVICEMEN; SAME SHOW WILL BE TWO-PART EASTER SUNDAY COLORCAST FEATURE ON NBC-TV

Mary Martin will take off from Mitchell Field, Long Island, N. Y. tomorrow (Saturday, Sept. 6) for a "Northern Lights" tour of Alaska to entertain members of the U. S. Armed Forces with the show which will be a highlight of NBC-TV's color schedule later this season.

The tour, under the auspices of the USO and the Department of Defense, in cooperation with NBC, will be made by Miss Martin; Richard Halliday, her husband and producer; Lieut. Col. Lionel L. Layden, Chief of Armed Forces Professional Entertainment Branch; John F. Royal, representing NBC; Brazilian guitarist Luiz Bonfa; dancer Dirk Sanders; musical conductor John Lesko; choreographer Ernest Flatt; stage manager Peter Lawrence, and a large orchestra.

In two weeks, the group will make eight appearances, seven for service groups. The eighth will be a benefit for the Crippled Children's Association of Anchorage. Among the Alaskan towns and installations to be visited are: Elmendorf Air Force Base; Fort Richardson; Ladd Air Force Base; Eielson Air Force Base; Fort Greeley; the military outpost of Kotzebue, outside of Nome; the remote village of King Salmon, and Kodiak Naval Station.

(more)

A complete wardrobe of lavish gowns by designer Mainbocher, as well as her famous "Peter Pan" costume, will accompany Miss Martin on the Alaskan trip.

Two days after her return from Alaska, Miss Martin will embark on a tour of more than 60 cities in the United States and Canada. The show to be presented for the servicemen and on the cross-country tour is the same one scheduled for two-part presentation on NBC-TV on Easter Sunday, March 29.

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JANE MURRAY IS APPOINTED CASTING DIRECTOR FOR
'FURTHER ADVENTURES OF ELLERY QUEEN'

Jane Murray has been appointed casting director for "The Further Adventures of Ellery Queen" by executive producer Albert McCleery. The series will start Friday, Sept. 26 (NBC-TV Network colorcast, 8:00-9:00 p.m., EDT).

Miss Murray held a similar position with "NBC Matinee Theater" and helped to spotlight many new performers. Miss Murray, a former actress, appeared on "Cameo Theatre," "Fireside Theater" and other TV shows. Previously she had been a wardrobe mistress with NBC-TV, in New York.

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NBC-New York, 9/5/58

A nationwide audience of Italian women by cosmetic manufacturer, [illegible] is the Jimmy "Cable Car" contract, will accompany Miss Martin [illegible] the Alessandro [illegible].

She has a year her return from Alaska, Miss Martin will [illegible] on a tour of more than 40 cities in the United States and [illegible]. The show is be preceded for the newscasts and on the [illegible]-country tour is the same one exhibited for two-week [illegible] on NBC-TV on Sunday, March 27.

JANE MURRAY IS ANNOUNCED SINGING DIRECTOR FOR
'DUSTING ADVENTURES OF MILKY QUEEN'

Jane Murray has been appointed musical director for "The Dusting Adventures of Milky Queen" by executive producer Albert [illegible]. The series will start Monday, April 10 (NBC-TV Network [illegible], 8:00-8:30 p.m., EST).

Miss Murray holds a similar position with "NBC Matinee [illegible]." She helped to spotlight many new performers. Miss Murray, [illegible] actress, appeared on "Queen Theatre," "Stream Theatre" [illegible] Under TV show. Previously she had been a [illegible] with NBC-TV, in New York.

NBC-New York, 3/3/[illegible]

CREDITS FOR 'THE RESTLESS GUN' ON NBC-TV NETWORK

STARTS 1958-59 SEASON:	NBC-TV Network, Monday, Sept. 22, 8 p.m. (EDT).
BEGAN:	Sept. 23, 1957.
STAR:	John Payne, portraying Vint Bonner, trouble-shooting cowboy in the post-Civil War West.
FORMAT:	Adult Western adventure series about a trouble-shooting cowboy in the post-Civil War period.
EXECUTIVE PRODUCER:	John Payne.
PRODUCER:	David Dortort.
DIRECTOR:	Edward Ludwig.
ASSISTANT DIRECTOR:	Dolph M. Zimmer.
SET DECORATOR:	Perry Murdock.
WRITERS:	Various.
SPONSORS AND AGENCIES:	Procter & Gamble Co.; (Leo Burnett Co.); Sterling Drug, Inc. (Dancer-Sample-Fitzgerald, Inc.).
NBC PRESS REPRESENTATIVES:	Joe Mehan, New York; Dough Duitsman, Hollywood.

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NBC-New York, 9/5/58

CREDITS FOR 'BEHIND CLOSED DOORS' ON THE NBC-TV NETWORK

TIME:	Thursdays, 9-9:30 p.m., EDT, starting Oct. 2, 1958.
FORMAT:	A filmed half-hour dramatization of American counter-espionage. "Behind Closed Doors" is based upon the files and experiences of Rear Admiral Ellis M. Zacharias, U. S. N. (Ret.).
PRODUCER:	Sam Gallu.
PREMIERE SHOW:	"Cape Canaveral Story" (Oct. 2, 1958).
DIRECTORS:	Opening show -- Paul Wendkos; subsequent shows -- various directors.
WRITERS:	Opening show -- Paul Monash; subsequent shows -- various writers.
CAST:	Bruce Gordon will play Commander Matson, program host and storyteller. New casts for each episode. (Stars for opening show; Joe Maross, Jacques Aubuchon, Peter Whitney).
CONSULTANT AND TECHNICAL ADVISOR:	Rear Admiral Ellis M. Zacharias, U. S. N. (Ret.).
ORIGINATION:	Hollywood (on film).
SPONSORS:	Whitehall Laboratories, Division of American Home Products Corporation through Ted Bates and Company, Inc., alternating with Liggett and Myers Tobacco Company for L&M Filter Cigarettes through Dancer-Fitzgerald-Sample, Inc.
NBC PRESS REPRESENTATIVE:	Leonard Meyers (New York) Herman Lewis (Hollywood).

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NBC-New York, 9/5/58

CREDITS FOR 'THIS IS YOUR LIFE' ON NBC-TV NETWORK

STARTS SEVENTH TV SEASON:	NBC-TV Network, Wednesday, Sept. 24, 10 p.m. (EDT).
BEGAN:	(NBC Radio-Nov. 14, 1948). NBC-TV-Oct. 1, 1952.
FORMAT:	Re-creating life stories of persons honored for unusual accomplishments; related by Ralph Edwards and friends and relatives of the subjects of the "living biographies."
HOST AND EXECUTIVE PRODUCER:	Ralph Edwards.
PRODUCER:	Axel Gruenberg.
DIRECTOR:	Dick Gottlieb.
MUSIC DIRECTOR:	Von Dexter.
CONTINUITY EDITORS:	Paul Phillips and Mort Lewis.
RESEARCH:	Don Malmberg, Jan Boehme, Janet Tighe and Alice Armbruster.
ANNOUNCER:	Bob Warren.
TECHNICAL DIRECTOR:	Joe Conn.
SET DESIGNER:	Sid Rushakoff.
SPONSOR:	Procter and Gamble for Prell Shampoo, Pace Home Permanent and Zest Soap.
AGENCY:	Benton and Bowles Inc.
ORIGINATION:	NBC-TV Studios, Burbank, Calif.
NBC PRESS REPRESENTATIVES:	Doug Duitsman, Hollywood; Betty Lanigan, New York.

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NBC-New York, 9/5/58

CREDITS FOR 'PEOPLE ARE FUNNY' ON NBC-TV NETWORK

TIME:	Saturdays on NBC-TV Network, 7:30 p.m., EDT.
STARTS:1958-59 SEASON:	Sept. 13.
STAR:	Art Linkletter.
FORMAT:	Audience-participation stunt show.
PRODUCER:	John Guedel
DIRECTOR:	Irving Atkins
IDEAS BY:	Lou Schor, Glen Wheaton, Jack Houston.
DIRECTOR OF PHOTOGRAPHY:	Alan Stevensvold, A. S. C.
ANNOUNCER:	Pat McGeehan.
SPONSORS:	Toni Company for New Even-Waving Toni, Adorn Hair Spray, Deep Magic, Tonette, through North Advertising Inc.; Tame and White Rain through Tatham-Laird, Inc.; Reynolds Tobacco Co. for Salem Cigarettes through William Esty Co; Paper Mate Pen Co. through Foote, Cone and Belding; Bobbi through Clinton E. Frank.
ORIGINATION:	Linkletter Playhouse, Hollywood.
NBC PRESS REPRESENTATIVE:	Leonard Meyers, New York; Bob Brown, Hollywood.

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NBC-New York, 9/5/58

NBC COLOR TELEVISION NEWS

September 8, 1958

TOP NBC-TV STARS WILL PARTICIPATE IN PREVIEW OF NETWORK'S 1958-59 SEASON, TO BE COLORCAST SUNDAY, SEPT. 21 ON 'STEVE ALLEN SHOW' FROM HOLLYWOOD

Virtually all of NBC's big-name top stars will join Steve Allen Sunday, Sept. 21 (8-9 p.m., EDT) for a preview of the NBC-TV Network's 1958-1959 season. Twenty-two of television's biggest names have already been signed for the one-hour colorcast, and more will be announced later.

Steve is again moving his program to Hollywood for the Sept. 21 program, as he did last year when he inaugurated the preview show format.

All of the stars will be woven into the Allen show format in Steve's characteristic style. Special routines are being prepared by Steve's writers in collaboration with the regular writing units of the guest stars.

The 22 stars already signed are:

Dinah Shore ("The Dinah Shore Chevy Show")

Eddie Fisher ("The Eddie Fisher Show")

Robert Horton and Ward Bond ("Wagon Train")

Gene Barry ("Bat Masterson")

Tennessee Ernie Ford ("The Ford Show")

(more)

George Burns ("The George Burns Show")

Bob Hope ("The Bob Hope Buick Show")

Peter Lawford and Phyllis Kirk ("The Thin Man")

Ed Wynn ("The Ed Wynn Show")

Craig Stevens and Lola Albright ("Peter Gunn")

Bob Cummings ("The Bob Cummings Show")

Richard Coogan ("The Californians")

Ralph Edwards ("This Is Your Life")

Keith Larsen and Buddy Ebsen ("Northwest Passage")

Lee Marvin ("M-Squad")

Jeff Richards ("Jefferson Drum")

Arthur and Kathryn Murray ("The Arthur Murray Party")

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NBC-New York, 9/8/58

NBC TRADE NEWS

A SERVICE OF RCA

'GROUCHO MARX-YOU BET YOUR LIFE' TO OPEN NEW SEASON ON NBC-TV AND RADIO

- - -

Thursday Telecasts to Be 2 Hours Later; Monday Radio Schedule Unchanged

"Two hours later" is the not-so-secret word as Groucho Marx opens the Fall series of "Grouch Marx - You Bet Your Life" Thursday, Sept. 25 on the NBC-TV Network at the new time of 10-10:30 p.m., EDT, two hours later than in past seasons. On the NBC Radio Network, the show continues in its established time period -- Mondays from 8:05 to 8:30 p.m., EDT, with the Fall series starting Sept. 22.

The series, starting its 12th year (it began on radio in 1947) will have one new TV sponsor and a new method in its betting system.

All that Groucho would say about the new betting method is that the idea was phoned in by a woman viewer from upstate California. It won't increase the show's top prize of $10,000, according to the quizmaster, but it will increase a contestant's chance of winning a substantial piece of that prize. He said the woman would appear on the first show to explain the details to viewers -- and to him, too.

New occupant in the TV sponsors' corner will be Lever Brothers Company, represented by Batten, Barton, Durstine and Osborn, Inc. Returning for another season as alternate sponsor will be the Toni Company, through the North Advertising Agency, Inc.

Also back for his 12th season on "You Bet Your Life" is announcer George Fenneman. Jack Meakin and his orchestra remain on hand. John Guedel is the producer and Robert Dwan and Bernie Smith directors.

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NBC-New York, 9/8/58

CREDITS FOR 'GROUCHO MARX-YOU BET YOUR LIFE'

ON NBC-TV AND NBC RADIO NETWORKS'

NBC-TV TIME:	Thursdays, 10 to 10:30 p.m., EDT, beginning with start of Fall series, Sept. 25. (NOTE: This is two hours later than previous schedule.)
NBC RADIO TIME:	Mondays, 8:05 to 8:30 p.m., EDT. Fall series starts Sept. 22.
STAR:	Groucho Marx.
FORMAT:	Comedy quiz show, audience participation.
ANNOUNCER:	George Fenneman.
PRODUCER:	John Guedel.
DIRECTORS:	Robert Dwan and Bernie Smith.
PROGRAM STAFF:	Hy Freedman and Howard Harris.
PROGRAM MANAGERS:	Edwin I. Mills and Rich Hall.
MUSIC DIRECTOR:	Jack Meakin.
FILMED BY:	Filmcraft Productions, Hollywood.
TECHNICAL SUPERVISOR:	Jack Lacey.
DIRECTOR OF PHOTOGRAPHY:	Virgil E. Miller, A.S.C.
THEME MUSIC:	"Hurray for Captain Spaulding," by Harry Ruby.
SPONSORS (FOR TV) AND AGENCIES:	Lever Brothers Company, for Wisk (through Batten, Barton, Durstine and Osborn, Inc.); Toni Company, for Prom Home Permanents (through North Advertising Agency, Inc.).
ORIGINAL TV STARTING DATE:	Oct. 5, 1950.
ORIGINAL RADIO STARTING DATE:	Oct. 27, 1947.
NBC PRESS REPRESENTATIVES:	Bob Goldwater (New York); Norm Frisch (Hollywood).

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NBC-New York, 9/8/58

NBC COLOR TELEVISION NEWS

MILTON BERLE SIGNS BILLY MAY AS ORCHESTRA CONDUCTOR, ARRANGER AND PERFORMER ON 'KRAFT MUSIC HALL' COLORCAST SERIES

Milton Berle has signed composer-conductor-arranger Billy May as orchestra conductor and arranger of all musical numbers and performer on the "Milton Berle Starring in the Kraft Music Hall" series, which will be a Wednesday night colorcast feature on the NBC-TV Network starting Oct. 8 (9-9:30 p.m., EDT).

May, one of the outstanding men in his field, has been a key influence in modern America's music during the past 20 years. Top recording stars -- Frank Sinatra, Nat King Cole, Margaret Whiting, Ella Mae Morse and many more -- have sold millions of records with May's backing.

He first left his native Pittsburgh to arrange and play trumpet for the swinging Charlie Barnett band of the 1930s. In 1939, May went with the famous Glenn Miller Orchestra until the group went into the Air Corps in 1942, In 1952, after 10 years as a studio arranger and conductor with Capitol Records in Hollywood, May's own recordings were such big sellers that he agreed to a national tour with his own band, which highlighted new, fresh and often humorous sounds.

After two years of touring May returned to California as arranger-conductor at Capitol and as composer-arranger-charactor actor on the major motion picture lots.

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NBC-New York, 9/8/58

'NAUTILUS' COMMANDER ANDERSON TO 'MEET THE PRESS'

Commander William R. Anderson, who skippered the atomic submarine Nautilus on its historic underwater voyage to the North Pole, will be the guest on "Meet the Press" Sunday, Sept. 14 (NBC-TV Network, 6-6:30 p.m., EDT; NBC Radio Network, 6:30-7 p.m., EDT).

Cmdr. Anderson will be interviewed by Chet Huntley of NBC News, Marquis Childs of the St. Louis Post-Dispatch, Charles W. Corddry (cq) of United Press International and Lawrence Spivak, "Meet the Press" producer and permanent panelist. Ned Brooks will be moderator of the program, which will originate in New York.

"Meet the Press" is a Public Affairs presentation of NBC News.

NBC-New York, 9/8/58

FILMED INTERVIEWS WITH SOVIET OFFICIALS
ARE RESCHEDULED ON 'YOUTH WANTS TO KNOW'

The first of five special filmed-in-Moscow "Youth Wants to Know" presentations, an interview with Soviet First Deputy Chairman of the Council of Ministers A. I. Mikoyan -- which was pre-empted yesterday (Sept. 7) for coverage of the finals of the National Singles Tennis Championships -- has been rescheduled for Sunday, Sept. 14 (NBC-TV Network, 5:30-6 p.m., EDT; NBC Radio as part of "Monitor," 10:30-11 p.m., EDT).

Each of the other four programs with the traveling American students interviewing top Soviet personalities has been rescheduled one week later than previously announced. The new schedule:

Sept. 21 -- A. N. Mikhailov, Minister of Culture.

Sept. 28 -- V. P. Elutin, Minister of Higher Education. (Both these programs are scheduled on NBC-TV at 5:30 p.m., EDT, and on NBC Radio as part of "Monitor" at 10:30 p.m., EDT).

Oct. 5 -- Prof. A. A. Blagonravov, member of the Presidium of the Academy of Sciences of the U. S. S. R.

Oct. 12 -- V. M. Zhdanov, Deputy Minister of Health. (Both October programs are scheduled on NBC-TV at 5 p.m., EDT, and on NBC Radio as part of "Monitor" at 10:30 p.m., EDT).

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NBC-New York, 9/8/58

VIDEO INTERVIEW NEW DEVICE CONTRACTS
ARE ANNOUNCED ON 'YOUTH VOICE TO YOUTH'

The TIME of five special Mixed-Interest Youth Groups to [illegible] conversations, an interview with Donald Lane Doyle, Chairman of the Council of Ministers A. I. Malcolm -- Malcolm was pre-empted yesterday (Sept. 7) for coverage of the Chair of the National Leadership Committee Chairperson -- has been rescheduled for Sept. 14 (CC-TV Network, 9:30-6 p.m., and NBC Radio's Voice of "Freedom", 10-11 p.m., EDT).

Each of the other two programs with the revolving [illegible] interviewing by Daniel [illegible] has been rescheduled one week later than previously announced. The new schedule

Sept. 21 -- A. M. Lorraine, Director of Citizens,

Sept. 28 -- V. P. Clairs, Director of Higher

Education. Both these programs are scheduled on ABC-TV at 7:30 p.m., EDT, and on NBC Radio's Voice of "Freedom" at 10:30 p.m., EDT).

Oct. 5 -- Prof. A. W. Fogarty, Member of the Committee of the Academy of Sciences of the U. S. A.

Oct. 12 -- V. M. Gabbey, Deputy Minister of Health. (Both Gabbey interviews are scheduled on ABC-TV at 7:30 p.m., EDT) and on NBC Radio's Voice of "Freedom" at 10:30 p.m., EDT).

NBC'S DON DURGIN TO SPEAK BEFORE LOS ANGELES AD CLUB

Don Durgin, Vice President, National Sales Manager, NBC Television Network Sales, will be the speaker at the luncheon meeting of the Advertising Club of Los Angeles on Tuesday, Sept. 16. The title of Mr. Durgin's talk will be "The Strange Case of the West Coast National Advertiser and Network TV."

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CORRECTION PLEASE:

"The Bob Cummings Show" is telecast on the NBC-TV Network Tuesdays at 9:30 p.m., EDT in black and white only. The story announcing the start of the new Fall series Sept. 23 was incorrectly printed on Color Television News paper in the Daily News Report of Sept. 5.

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NBC-New York, 9/8/58

NBC RADIO NETWORK NEWS

September 8, 1958

'NATIONAL FARM AND HOME HOUR' WILL CELEBRATE 30TH ANNIVERSARY ON AIR IN OCTOBER

Thirty years of service to American agriculture -- and 14 years with one sponsor -- will be marked during October by "The National Farm and Home Hour," which started on the NBC Radio Network on Oct. 2, 1928.

The program informs people in urban as well as rural areas about the latest developments in American agriculture. The broadcasts carry reports on important national and regional agricultural events such as livestock shows, youth events, conservation conferences and crop meetings. Other features include a summary of the week's leading developments at the U. S. Department of Agriculture, a U. S. D. A. Home Report (alternate Saturdays), a summary of market trends and developments, and music by the Homesteaders Orchestra, conducted by Carl Fasshauer.

During its earlier years it was a full-hour program Mondays through Fridays, and the emphasis was on entertainment. Fibber McGee and Molly and other guest stars appeared often on the show, and Tyrone Power and John Hodiak were among the aspiring actors who appeared in dramatic skits. Arthur Godfrey, then an announcer in Washington, D. C., also was heard on the program. During the 1940s, "The National Farm and Home Hour" became a 30-minute Saturday program. It is now

(more)

broadcast on 175 stations of the NBC Radio Network Saturdays at 12-12:25 p.m., EDT.

Sponsor of the program for the past 14 years has been the Allis-Chalmers Manufacturing Co., maker of farm implements.

For the past 28 years, Everett Mitchell has been emcee of the program. It is not only the oldest but also the most honored agricultural show on the air; it has won awards from the Institute for Education by Radio at Ohio State University, the National Association for Better Radio and Television, and the National Safety Council.

Coverage during the past year has included the Brussels World's Fair, the National 4-H Conference, the National FFA Convention, the annual meeting of the Soil Conservation Society of America, American National Cattlemen's Association Convention, National Barrow Show, National Land-Judging Contest, American Medical Association's Rural Health Conference, International Dairy Show, International Live Stock Exposition, and many other events of agricultural interest.

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NBC-New York, 9/8/58

NBC COLOR TELEVISION NEWS

September 8, 1958

CREDITS FOR 'THE PERRY COMO SHOW' COLORCASTS ON NBC-TV NETWORK

TIME:	NBC-TV Network colorcasts, Saturdays, 8-9 p.m., EDT (resuming for fourth season Sept. 13, 1958).
STAR:	Perry Como.
FORMAT:	Musical-variety series with songs, comedy and dancing and showbusiness headliners as guest stars.
GUEST STARS FOR SEPT 13:	Robert Preston, star of the hit Broadway musical, "The Music Man," screen star Maureen O'Hara and composer Jimmy Van Heusen.
CAST:	Mitchell Ayres orchestra, Ray Charles singers, Louis Da Pron dancers and Frank Gallop.
PRODUCER-DIRECTOR:	Clark Jones.
ASSOCIATE PRODUCER:	Henry Howard.
TECHNICAL DIRECTOR:	Heino Ripp.
WRITERS:	Goodman Ace with Jay Burton, Mort Green and George Foster.
MUSIC DIRECTOR:	Mitchell Ayres.
CHOREOGRAPHER:	Louis Da Pron.
SCENIC DESIGNER:	Paul Barnes.

(more)

COSTUMES:	Michi.
UNIT MANAGER:	Jack Petry.
PRODUCED BY:	Roncom.
THEME SONGS:	(Opening) "Dream Along with Me" composed by Carl Sigman; (Closing) "You Are Never Far Away from Me" composed by Robert Allen and Allen Roberts. Both published by Roncom Music.
SPONSORS (AND AGENCIES):	One-half of the program on various dates by: American Dairy Association (Campbell-Mithun, Inc.); Chemstrand Corporation (Doyle Dane Bernbach, Inc.); Kimberly-Clark Corporation (Foote, Cone and Belding); Noxzema Chemical Company (Sullivan, Stauffer, Colwell and Bayles, Inc.); Radio Corporation of America and Whirlpool Corporation (Kenyon and Eckhardt, Inc.) and Sunbeam Corporation (Perrin-Paus Co.).
ORIGINATION:	Ziegfeld Theatre, New York City
NBC PRESS REPRESENTATIVE:	Al Cammann, New York.

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NBC-New York, 9/8/58

CREDITS FOR 'M SQUAD' ON NBC-TV NETWORK

STARTS SECOND SEASON:	NBC-TV Network, Friday, Sept. 19, 9:00 p.m., EDT.
STAR:	Lee Marvin as Detective Lt. Frank Ballinger.
FEATURING:	Paul Newlan as Captain Grey.
PRODUCER:	John Larkin of Revue Productions in association with The National Broadcasting Company.
DIRECTORS:	Various.
WRITERS:	Various.
MUSICAL SUPERVISOR:	Stanley Wilson.
COSTUMES:	Vincent Dee.
FORMAT:	Half-hour dramas of the battle against crime in Chicago by the M Squad, with Police Detective Lt. Frank Ballinger, tracking down the criminals.
PREMIERE PROGRAM:	"More Deadly" stars Ruta Lee, directed by Don Medford.
SPONSORS:	American Tobacco Company for Pall Mall Cigarettes through Sullivan, Stauffer, Colwell and Bayles, alternating with The Bulova Watch Company through McCann-Erickson, Inc.

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NBC-New York, 9/8/58

CREDITS FOR 'STEVE CANYON' SERIES ON NBC-TV NETWORK

TIME:	Saturdays, 9 to 9:30 p.m., EDT.
PREMIERE DATE:	Sept. 13, 1958
STAR:	Dean Fredericks as Steve Canyon.
FORMAT:	Filmed adventure series presenting Steve Canyon as an Air Force pilot and trouble-shooter on special assignments to various Air Force commands on North American continent.
BASED ON COMIC STRIP CREATED BY:	Milton Caniff.
PRODUCTION COMPANY:	Pegasus Productions, Inc.
PRODUCER:	David Haft.
EXECUTIVE PRODUCER:	Michael Meshekoff.
DIRECTORS:	Various.
STORY EDITOR:	Sidney Carroll.
TECHNICAL ADVISER:	Frank Ball, Lt. Col., USAF. Series produced with cooperation Air Force.
THEME MUSIC:	"The Space March," by the late Walter Schumann.
CONDUCTED AND ORCHESTRATED BY:	Nathan Scott.
PRODUCTION MANAGER:	Ralph Nelson.
FILMED AT:	Interior scenes at Universal-International Studios; exterior scenes at various Air Force bases and aircraft companies.
SPONSOR:	Liggett & Myers Tobacco Company.

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AGENCY: McCann-Erickson, Inc.

NBC PRESS REPRESENTATIVES: Bob Goldwater, New York; Jane Westover, Hollywood.

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CAST AND CREDITS FOR 'OPERATION TOWLINE,'
PREMIERE SHOW (SEPT. 13) OF 'STEVE CANYON' SERIES

DIRECTOR: Ted Post.

TELEPLAY BY: Joseph Landon and Shelly Colbert.

ASSISTANT DIRECTOR: Bruce Fowler, Jr.

DIRECTOR OF PHOTOGRAPHY: Paul Ivano, ASC.

FILM EDITOR: Bruce Shoengarth.

ART DIRECTOR: William Ferrari.

SET DECORATOR: Rudy Butler.

CAST: Harry Towne as General "Shanty" Towne, Susan Alexander as Jeets, Paul Frees as S/L Durkel of the RAF, Morgan Woodward as Major Tex Berry, Sidney Clute as Engineer, Dan Barton as Captain Bullet McVay, Ray Montgomery as Colonel Frye, Fred Ford as Co-Pilot.

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NBC-New York, 9/8/58

AGENCY:	McCann-Erickson, Inc.
ABC PRESS REPRESENTATIVES:	Rod Gallmeyer, New York; Jane Wesleman, Hollywood.

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CAST AND CREDITS FOR 'OPERATION KWILKE,'
PREMIERE SHOW (SEPT. 11) OF 'STEVE CANYON' SERIES

DIRECTOR:	Ted Post.
TELEPLAY BY:	Joseph Landon and Shelly Colleen.
ASSISTANT DIRECTOR:	Bruce Fowler, Jr.
DIRECTOR OF PHOTOGRAPHY:	Paul Ivano, ASC.
FILM EDITOR:	Bruce Schoengrub.
ART DIRECTOR:	William Ferrari.
SET DECORATOR:	Rudy Butler.
CAST:	Harry Guardino as General "Blackie" Tyler. Diane Alexander as Jeeta, Paul Fix as Al Musical of the AFA. Morgan Woodward as Major Tex Perry. Sidney Clute as Engineer, Gus Trenton as Captain Bailey Meyer. Ron Hagerthy as Colonel Kirk. Fred Zurel as Co-Pilot.

Gen-New York, 9/6/62

CREDITS FOR 'BRAINS AND BRAWN' ON THE NBC-TV NETWORK

TIME:	Saturdays 10:30-11 p.m., EDT, starting Sept. 13, 1958.
EMCEES:	Jack Lescoulie for the "Brawn" (athlete) portion, Fred Davis for the "Brain" (quiz) portion.
FORMAT:	Two two-man teams with a "Brain" (quiz contestant) and a "Brawn" (athlete) on each will vie in a game consisting of progressive difficult steps. The "Brains" will compete on quiz questions with the first expert to give a correct answer winning his half of the first step. The "Brawns" will then try their skills against one another in a physical test which will be televised from a suitable location via a remote pickup. A complete game will carry with it $30,000 in prize money and last from two to three weeks in duration.
PRODUCTION:	Ile de France International Productions, Inc
EXECUTIVE PRODUCER:	Herb Moss.
CONSULTANT TO THE PRODUCER:	Pierre Bellemare.
ASSOCIATE PRODUCERS:	Boris Frank (remotes) Jerry Landay, Herb Strauss.
DIRECTORS:	Paul Bogart and Craig Allen (remotes).

(more)

2 - Credits for 'Brains And Brawn'

ASSISTANT DIRECTOR:	Gordon Rigsby.
LIGHTING DIRECTORS:	Allen Posage and Walter O'Meara.
AUDIO:	Phil Falcone.
PRODUCTION ASSISTANTS:	Lee Donnellen, Helene Sterling and Ruth Geils.
TECHNICAL DIRECTOR:	William Kelley and William Patterson.
MUSICAL DIRECTOR:	Lou Geristo.
ANNOUNCER:	Bill Wendell.
UNIT MANAGERS:	John Walsh and Stuart MacGregory.
RESEARCH:	Lucretia Scott and Judy Pearlman.
ORIGIN:	NBC-TV Studios New York, plus nationwide remote pickups.
SPONSOR:	Liggett and Myers Tobacco Company for L&M and Oasis filter cigarettes.
AGENCY:	McCann-Erickson, Inc.
NBC PRESS REPRESENTATIVE:	Ann Morrissy, New York.

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NBC-New York, 9/8/58

CREDITS FOR 'DOUGH RE MI' ON THE NBC-TV NETWORK

TIME:	Monday through Friday 10-10:30 a.m., NYT.
MASTER OF CEREMONIES:	Gene Rayburn
FORMAT:	A musical quiz. Each member of a three contestant panel is given $200 on credit and the first three notes of a mystery tune. With the money they bid for the fourth note and the privilege of identifying the song. Contestants bid for subsequent notes up to 12 until the song is named. If the title is not guessed by the 12th note a new song is used. Each game consists of three songs valued at $100, $300 and $500, respectively. The winner of the game retains his winnings and remains on the panel along with the runner-up.
PRODUCTION BY:	Barry and Enright
EXECUTIVE PRODUCER:	Robert Noah
PRODUCER:	Hugh Branigan
DIRECTOR:	Dick Schneider
UNIT MANAGER:	Don O'Connor
MUSICAL DIRECTOR:	Paul Taubman
ANNOUNCER:	Roger Tuttle
PROGRAM STAFF:	Audrey Griffin, Norm Blumenthal and Ron Greenberg
AUDIO:	Lee Kramer
LIGHTING:	Bruce Mates

(more)

2 - Credits for 'Dough Re Mi'

TECHNICAL:	Ray Barrett
SET DESIGNER:	Ted Cooper
VIDEO:	Edward John
POINT OF ORIGIN:	NBC-TV Network Studios, New York
SPONSORS AND AGENCIES:	Mentholatum starting Oct. 9 (J. Walter Thompson) and Armour and Co. starting Oct. 10 (Foote, Cone and Belding)
NBC-TV PRESS CONTACT:	Ann Morrissy, New York.

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NBC-New York, 9/8/58

NBC BIOGRAPHY

GENE RAYBURN

Of 'Dough Re Mi' and 'The Steve Allen Show' on NBC-TV

TV personality Gene Rayburn, gets a chance to display his comedy, ad-lib and acting talents in his role as emcee and quizmaster on "Dough Re Mi" (NBC-TV Network, Monday through Friday, 10 a.m., NYT). Rayburn is also announcer of NBC-TV's "The Steve Allen Show" colorcasts Sunday nights.

Gene is one of the outstanding members of the "ex-NBC page staff club." He was born in Christopher, Ill., Dec. 22. A year later his family moved to Chicago. He attended Marquette Grammar School and Lindbloom High School there.

He left school after his freshman year at Knox College in Galesburg, Ill. to come to New York, where he became an NBC page. Next, he attended the network's announcing school and graduated into an announcing job with WGNY, Newburgh, N. Y. A year-and-a-half later he moved to WITH, Baltimore, and from there to WFIL, Philadelphia. In 1942, he returned to New York, with WNEW. He served in the Air Force during World War II.

After the war he did a local early morning radio show with Jack Lescoulie called "Jack and Gene Show," later named the "Finch and Rayburn Show." In 1954, he joined Steve Allen and his local show on WRCA-TV (New York) and continued with Allen on the NBC-TV "Tonight" show and since then on "The Steve Allen Show." Gene has also played dramatic roles in "Robert Montgomery Presents" and "Kraft Theatre."

(more)

He has done extensive Summer stock work during the past few years, and hopes to have a role in a Broadway production soon.

Rayburn is married to the former Helen Ticknor. They have a daughter, Lynn.

BIOGRAPHICAL SUMMARY -- GENE RAYBURN

BIRTHPLACE AND DATE:	Christopher, Ill. (Dec. 22).
HEIGHT:	6'1"
WEIGHT:	170.
HAIR:	Brown.
EYES:	Brown.
MARRIED:	Helen Ticknor.
DAUGHTER:	Lynn.
RESIDENCE:	Mamaroneck, N. Y.
HOBBIES:	Gardening, golf, tennis and photography.
MILITARY SERVICE:	Air Force during World War II, serving as bombardier-navigator.

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NBC-New York, 9/8/58

NBC COLOR TELEVISION NEWS

TIMEX WATCHES TO SPONSOR HALF OF TWO SPECIAL ONE-HOUR COLORCASTS STARRING JERRY LEWIS AND HALF OF ONE-HOUR SPECIAL COLORCAST STARRING DEAN MARTIN

Timex Watches will sponsor one-half of two special one-hour programs starring Jerry Lewis, and half of a one-hour special starring Dean Martin, it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

The dates of the three programs -- all to be telecast in color -- are: Jerry Lewis, Saturday, Oct. 18 (9-10 p.m., NYT) and Wednesday, Dec. 10 (9-10 p.m., NYT); Dean Martin, Saturday, Nov. 22 (9-10 p.m., NYT).

Guest stars and formats of the shows will be announced later.

Peck Advertising Agency, Inc., represents Timex Watches.

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NBC New York, 9/10/58

NBC COLOR TELEVISION NEWS

September 10, 1958

'THE GEORGE GOBEL SHOW' STARTS NEW ALTERNATE-WEEK TUESDAY NIGHT COLORCAST SERIES ON NBC-TV NETWORK SEPT. 23

- - -

Keeley Smith Is Guest Star on Premiere

Keeley Smith will be the initial guest star for the premiere colorcast of "The George Gobel Show" on Tuesday, Sept. 23 (8-9 p.m., EDT, alternate Tuesdays).

Gobel, who begins his fifth consecutive season on the NBC-TV Network, also will present a new singing group "The Petites" -- four sisters and a brother -- on the kickoff show. They will be regulars on the series.

New to "The George Gobel Show" this year will be producer Bill Burch, director Norman Abbott and writers Norman Lear, Tom Koch, Danny Simon and Phil Green. The new musical director will be Frank DeVol.

"The George Gobel Show" will be sponsored by the Liggett and Myers Tobacco Company (through McCann-Erickson, Inc.) and the Radio Corporation of America (through Kenyon & Eckhardt, Inc.).

("The George Gobel Show" will alternate in the Tuesday, NBC-TV Network time-spot with "The Eddie Fisher Show," which starts its colorcast schedule Sept. 30.)

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NBC TRADE NEWS
A SERVICE OF RCA

September 10, 1958

'PETER GUNN,' MYSTERY-ADVENTURE SERIES WITH CRAIG STEVENS IN TITLE ROLE, STARTS ON NBC-TV NETWORK MONDAY, SEPT. 22

"Peter Gunn," the new mystery-adventure series starring Craig Stevens (in the title role), Lola Albright, Herschel Bernardi and Hope Emerson, will make its debut on the NBC-TV Network Monday, Sept. 22 at 9 p.m., EDT.

The filmed series, a Spartan Production, created and produced by Blake Edwards, in association with NBC, will be sponsored by Bristol-Myers Co. through the Doherty, Clifford, Steers and Shenfield, Inc., advertising agency.

In the initial episode, "The Kill," Peter Gunn becomes involved in a city-wide extortion racket when his favorite hangout -- "Mother's" -- is bombed, following the killing of racket czar Al Fusary (Sam Scar), by two hoodlums disguised as policemen. Gunn risks his own life, when he sets a trap for the "new" czar without telling the police of his plan.

The modern jazz background for "Peter Gunn" is composed and arranged by Henry Mancini. The initial program was written by Blake Edwards, creator-producer and director of the series.

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CREDITS FOR 'PETER GUNN' ON THE NBC-TV NETWORK

TIME:	Mondays, 9-9:30 p.m., EDT.
PREMIERE DATE:	Sept. 22, 1958
STARRING :	Craig Stevens as Peter Gunn, Lola Albright as Edie Hart, Hope Emerson as "Mother" and Herschel Bernardi as Lt. Jacoby.
FORMAT:	Big-city adventure series which features Peter Gunn as a troubleshooter who battles the underworld for the benefit of the world's decent people.
PRODUCTION BY:	Spartan Productions in association with NBC.
EXECUTIVE PRODUCER:	Gordon Oliver.
CREATOR-PRODUCER-DIRECTOR:	Blake Edwards.
ASSISTANT TO PRODUCER:	Byron Kane.
PREMIERE SHOW:	"The Kill" (Teleplay by Blake Edwards).
CAST FOR PREMIERE SHOW ("THE KILL"):	Craig Stevens.....Peter Gunn
	Lola Albright.....Edie Hart
	Hope Emerson....."Mother"
	Herschel Bernardi....Lt. Jacoby
	Gavin MacLeod.....George Fallon
	Jack Weston.....Dave Green
	John Truax.....Henry Ives
	Sam Scar.....Al Fusary
	Bill Chadney.....Emmett Ward
	Byron Kane.....Bartender
	Joe Bassett.....Gunman No. 1
	Charles Maxwell.....Gunman No. 2

(more)

DIRECTOR OF PHOTOGRAPHY:	Phillip Lathrop
ART DIRECTOR:	Charles F. Pyke
MUSIC BY:	Henry Mancini
PRODUCTION SUPERVISOR:	W. Argyle Nelson
PRODUCTION MANAGER:	James Paisley
FILM EDITOR:	Jason H. Bernie, A. C. E.
SET DECORATOR:	T. Offenbecker
SPONSOR:	Bristol-Myers Co.
AGENCY:	Doherty, Clifford, Steers and Shenfield, Inc.
NBC PRESS CONTACTS:	Betty Lanigan (New York), Doug Duitsman (Hollywood).

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NBC-New York, 9/10/58

NBC COLOR TELEVISION NEWS

RIP TORN AND BETTY LOU HOLLAND JOIN ROSTER OF STARS FOR 'JOHNNY BELINDA' COLORCAST ON 'HALL OF FAME'

Rip Torn and Betty Lou Holland have been added to the list of stars signed for "Johnny Belinda," the 90-minute live colorcast which will open the "Hallmark Hall of Fame" season on the NBC Television Network Monday, Oct. 13 (9:30-11 p.m., EDT); it was announced today by Mildred Freed Alberg, the show's executive producer. Others, previously announced, are Julie Harris, Christopher Plummer and Victor Jory.

Torn has enjoyed a rapid rise to stardom in Hollywood and on TV since he first came to attention on Broadway in "Cat on a Hot Tin Roof." He has had meaty roles on major TV dramatic shows, and in the films he is co-starred with Richard Basehart in "Time Limit" and will be with Gregory Peck in "Pork Chop Hill."

Miss Holland won critical acclaim on Broadway in "Picnic," "Doctor's Dilemma" and "Goodbye, My Fancy." On the screen she was in "The Goddess," with Kim Stanley, and she will be in the forthcoming "Men in the Net," starring Alan Ladd. She has starred in many TV dramatic productions.

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NBC New York, 9/10/58

LARAINE DAY TO PORTRAY MOTHER IN 'SWISS FAMILY ROBINSON'

Laraine Day will play the mother in "Swiss Family Robinson," special telecast musical over the NBC-TV Network Sunday, Oct. 12, 6:30-7:30 p.m., EDT.

Walter Pidgeon, previously signed for the hour-long special dramatization, will play the father.

The teleplay, based on the Johann Wyss classic, portrays the adventures of an emigrant Swiss family marooned on an uninhabited island.

NBC-New York, 9/10/58

NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

Sept. 21-27 (All Times EDT)

Sunday, Sept. 21

7-7:30 p.m. -- "Noah's Ark" -- the experiences of a young veterinarian. Paul Burke, May Wynn and Victor Rodman star. Tonight's episode: "The Psychopathic Seal."

7:30-8 p.m. -- "Northwest Passage " -- the heroic exploits of Major Robert Rogers and his Rangers in the French and Indian War. Keith Larsen, Buddy Ebsen and Don Burnett star. Tonight's episode is "The Red Coat."

8-9 p.m. -- "The Steve Allen Show" -- On tonight's program, telecast in Hollywood, Calif., virtually all of NBC's big-name stars will join Steve Allen for a preview of the NBC-TV Network's 1958-59 season. Twenty-two of television's biggest names have already been signed for the one-hour colorcast, and more will be announced later. Among the participating stars are Dinah Shore, Eddie Fisher, Robert Horton, Ward Bond, Gene Barry, Tennessee Ernie Ford, George Burns, Bob Hope, Peter Lawford, Phyllis Kirk, Ed Wynn, Craig Stevens, Lola Albright, Bob Cummings, Richard Coogan, Ralph Edwards, Buddy Ebsen, Keith Larsen, Lee Marvin, Jeff Richards and Arthur and Kathryn Murray.

(more)

Sunday, Sept. 21 (Cont'd)

9-10 p.m. -- "The Chevy Show" starring Janet Blair, John Raitt and Edie Adams, with soprano Dorothy Kirsten and comedian Stan Freberg.

Monday through Friday, Sept. 22-26

2:30-3 p.m. -- "Haggis Baggis" -- a game program starring Fred Robbins as emcee.

Monday, Sept. 22

7:30-8 p.m. -- "Haggis Baggis" -- a game program starring Jack Linkletter as emcee.

Tuesday, Sept. 23

8-9 p.m. -- "The George Gobel Show" -- the premiere of the music, comedy and variety show starring George Gobel. Tonight's guest is Keeley Smith.

Wednesday, Sept. 24

8:30-9 p.m. -- "The Price Is Right" -- with Bill Cullen as emcee. (NOTE: This is a new time period for this program.)

Thursday, Sept. 25

7:30-8 p.m. -- "Tic Tac Dough" -- a game program based on the game of "Tic Tac Toe." Jay Jackson is emcee.

10:30-11 p.m. -- "The $64,000 Challenge" -- a contest of experts in specific fields of knowledge. Ralph Story is emcee. (NOTE: This is an addition to the September colorcast schedule.)

Friday, Sept. 26

8-9 p.m. -- "The Further Adventures of Ellery Queen" -- a new live mystery series dramatizing the exploits of the famous writer-sleuth. (Premiere)

Saturday, Sept. 27

8-9 p.m. -- "The Perry Como Show" -- a music, comedy and variety show starring Perry Como with guest stars.

-----o----- NBC-New York, 9/10/58

NBC COLOR TELEVISION NEWS

MILTON BERLE SIGNS BOB HENRY AS DIRECTOR OF 'KRAFT MUSIC HALL' COLORCAST SERIES

Milton Berle, rapidly completing his production team, has signed Bob Henry as director of the "Milton Berle Starring in the Kraft Music Hall" series which starts Wednesday, Oct. 8 (NBC-TV Network colorcasts, 9-9:30 p.m., EDT). Others on the staff are Hal Kanter, who will produce and stage the comedy series; writers Hal Goodman, Larry Kline and Milt Josefsberg and conductor-arranger Billy May.

Henry currently is producer-director of NBC-TV's "Chevy Show" Summer series. He started in TV on a Boston experimental station as emcee, comic and musician in 1940. His production credits also include the "Nat 'King' Cole Show," "Gisele MacKenzie Show," "Colgate Comedy Hour," "Saturday Night Revue," "The Soldiers," "One Man's Family" and others.

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MORE PLAYERS CHOSEN FOR 'MOTHER GOOSE' COLORCAST

Additional casting for the musical, "Mother Goose," to be colorcast by the NBC-TV Network, Sunday, Dec. 21 (8-9 p.m., EST) on "Shirley Temple's Storybook," has been announced by producer Alvin Cooperman. Lynn Alden will be cast as Jill, Patsy Faye as Miss Muffet and Rod McKuen as Simple Simon. Carleton Carpenter, instead of playing Simple Simon, as originally announced, will play Tom Piper.

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NBC-New York, 9/10/58

DAYTIME SERIES

CREDITS FOR 'THE PRICE IS RIGHT' DAYTIME SERIES ON NBC-TV

TIME:	NBC-TV, Mondays through Fridays, 11-11:30 a.m., NYT.
PREMIERE DATE:	Monday, Nov. 26, 1956.
STAR:	Bill Cullen, host.
CAST:	Beverly Bentley and assistants display prizes; Don Pardo is announcer.
FORMAT:	Contestants attempt to guess the correct retail value of displayed prizes; the closest guess wins the object. Contestant with most points returns to next day's show to try again.
PACKAGER:	Goodson-Todman.
PRODUCER:	Robert Stewart.
ASSOCIATE PRODUCER:	Beth Hollinger.
DIRECTOR:	Paul Alter.
UNIT MANAGER:	Vito Matti.
SETS:	Mary Weaver.
ORIGINATION:	Hudson Theatre, New York City.
NBC PRESS REPRESENTATIVE:	Joe Mehan, (New York).

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NBC New York, 9/10/58

September 11, 1958

NBC-TV PREVIEWS 1958-59 SEASON WITH DOZEN NEW NIGHTTIME SERIES, 100 BIG SPECIAL SHOWS, 600 HOURS OF COLOR TV AND MORE NEWS SPECIALS AND PUBLIC AFFAIRS PROGRAMMING

- - -

All-Star Closed Circuit Colorcast Viewed in 140 Cities

A bright new season on NBC-TV -- with a dozen new nighttime series, 100 big special shows, 600 hours of color TV, and a 20 per cent increase in news specials and public affairs programming -- was previewed today (Thursday) in an all-star color closed circuit telecast introduced by Robert W. Sarnoff, Chairman of the Board of NBC.

More than 50 top NBC-TV personalities -- the largest number of stars ever to perform before NBC cameras on one program -- as well as Mr. Sarnoff and Robert E. Kintner, President of NBC, took part in the preview. The closed circuit was viewed by representatives of the press, affiliated stations and advertising agencies in more than 140 cities across the country.

"It will be a season of greater variety, higher quality and more color than ever before," Mr. Sarnoff said. "Last year this time we entered the season with our schedule 60 per cent changed. In the new Fall schedule, I feel we've made our program combination even stronger. We've added a dozen highly promising new evening programs and, to keep the pace changing and the excitement high, we'll be doing more than 100 special shows."

(more)

"I hope you've caught some of the excitement that we at NBC feel about the stars, the shows and the special features we'll be presenting this Fall," Mr. Sarnoff said at the close of the telecast. "You'll be able to see more of them in color than ever. This season on NBC there'll be color in sight every night -- with a solid two and a half hours of it on Sunday evenings alone."

Mr. Kintner explained that NBC-TV's program schedule this season is designed to achieve a balance of "all types of programs... to fit all the entertainment needs of our growing audience."

"It may interest you to know that 20 per cent of these programs are variety shows; 30 per cent are dramatic, adventure or mystery series; 15 per cent are stories out of the West; and 15 per cent are comedy shows," he said. "The remainder are sports, quizzes, news or special events programs."

Mr. Kintner noted that this year will see even more emphasis on news coverage on NBC-TV, with some 20 per cent more news specials and public affairs programs than last season. He also said that this season NBC has programmed "an unprecedented total of 600 hours of live color television."

The telecast was produced by Herbert Sussan and written by Jess Oppenheimer. Originating at the Ziegfeld Theater in New York and NBC's Burbank studios on the West Coast, it presented virtually all of NBC-TV's top stars in samplings of their Fall shows.

Among those who took part were: Lola Albright, Steve Allen, Gene Barry, Milton Berle, Ward Bond, David Brinkley, George Burns, Perry Como, Richard Coogan, Eddie Fisher, Tennessee Ernie Ford, George Gobel, Chet Huntley, George Montgomery, Jack Paar, Jeff Richards, Dale Robertson, Dinah Shore, Craig Stevens, Ed Wynn and Loretta Young.

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NBC-New York, 9/11/58

NBC TRADE NEWS
A SERVICE OF RCA

September 11, 1958

MANY SPECIAL LOCAL TIE-INS MADE WITH NBC-TV NETWORK'S CLOSED CIRCUIT COLORCAST HERALDING NEW SEASON'S SHOWS

More than 10,000 persons -- representatives of the press, advertising agencies, affiliated stations, sponsors and civic organizations -- gathered in more than 140 cities across the nation, enthusiastically watched NBC-TV's all-star closed-circuit colorcast previewing the network's Fall program schedule today (Thursday, Sept. 11).

In connection with the special telecast, many NBC affiliates held unusual "preview parties" for their guests.

Station KTIV in Sioux City, Iowa, arranged a unique door prize for those viewing the telecast in their studios. The station awarded free commercial spots on the station to the five winning advertisers.

Station WNBC, Hartford-New Britain, Conn., used a political convention theme for their party. The station used "Vote for NBC" signs, banners and lapel buttons to create a convention atmosphere in the local hotel where the station's guests were invited to view the special program. Ballot boxes were used to collect "ballots" for the door prizes.

Station WFGA-TV in Jacksonville, Fla., also used the election theme for its Fall program preview. The station distributed signs, bumper strips and cards soliciting votes for "Jaxie the Porpoise," the station's trade-mark.

(more)

Station WIIC-TV in Pittsburgh, Pa., used a circus motif for its gathering. It sent out special invitations following this theme and served refreshments outdoors under a colorful circus tent.

Station WBRE-TV in Wilkes-Barre, Pa., used the occasion of the network's closed-circuit presentation to stage its own sneak preview of new local studios which are nearing completion.

And station KVOO-TV in Tulsa, Okla., distributed a "do-it-yourself" refreshment kit for guests at its party.

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NBC-New York, 9/11/58

NBC COLOR TELEVISION NEWS

'THE EDDIE FISHER SHOW' STARTS NEW COLORCAST SEASON ON NBC-TV IN TUESDAY NIGHT ALTERNATE-WEEK TIME-SPOT

- - -

Ed Wynn and Milton Caniff Are Premiere Guests Sept. 30

Eddie Fisher will return to the NBC-TV Network for his fifth consecutive season on Tuesday, Sept. 30 when he plays host to veteran actor and comedian Ed Wynn and "Steve Canyon" comic-strip creator Milton Caniff. "The Eddie Fisher Show" full-hour colorcasts (8-9 p.m., EDT) are scheduled on alternate Tuesdays.

Ed Wynn stars in his own NBC-TV Network series this season and Caniff's "Steve Canyon" creation is the basis of another NBC-TV Fall series.

Additional guests on the premiere Eddie Fisher colorcast are "The Four Saints," a comedy-instrumental-vocal group from the Army Air Force.

"The Eddie Fisher Show" is produced by Ramrod Productions, Inc., in association with the NBC-TV Network. It will be sponsored by the Radio Corporation of America (through Kenyon and Eckhardt, Inc.) and the Liggett and Myers Tobacco Company (through McCann-Erickson, Inc.). The program will be directed by Gray Lockwood.

("The Eddie Fisher Show" will alternate in the Tuesday evening time-spot with "The George Gobel Show" which has its premiere a week earlier -- Sept. 23.)

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NBC-New York, 9/11/58

NBC TELEVISION NEWS

September 11, 1958

'JEFFERSON DRUM' STARTS NEW FALL SERIES WITH TALE OF 'SHOWDOWN'

"Jefferson Drum," Western drama series about a courageous newspaper editor in a gold mining town of the 1850's, begins its new Fall series on the NBC-TV Network Friday, Sept. 26 in a new time period, 7:30-8 p.m., EDT (instead of 8:30 p.m., EDT).

Jeff Richards stars in the title role as the editor who prefers to challenge the lawless element in the town of Jubilee with an editorial, but often must use his gun to make his frontier community a decent place in which to live.

Richards is supported by a permanent cast in the series, including nine-year-old Eugene Martin as Drum's son, Robert Stevenson as "Big Ed" the bartender, and Cyril Delevanti as the printer.

In the Sept. 26 episode, "Showdown," Les Groves (Paul Richards) is ambushed in the dark by two men. He escapes after killing one of his attackers. Later the dead man's family trails Groves to the office of Jefferson Drum and demands that he come out for his punishment.

The series, which began April 25, 1958, is produced by Goodson-Todman with Screen Gems, Inc., in association with the NBC-TV Network. The programs are filmed at Columbia Pictures studios in Hollywood and at a ranch in Topanga Canyon, Calif. Matthew Rapf is producer of the series.

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(more)

CREDITS FOR 'JEFFERSON DRUM' ON THE NBC-TV NETWORK

NEW TIME:	NBC-TV Network, Fridays, 7:30-8 p.m., EDT. New Fall series begins Sept. 26. (Series was previously seen Fridays, at 8:30 p.m., EDT).
FORMAT:	Western series about a courageous newspaper editor in a lawless gold-mining town of the 1850's.
STAR:	Jeff Richards as Jefferson Drum.
FEATURING:	Eugene Martin as Joey, Robert Stevenson as Big Ed, and Cyril Delevanti as Lucius Coin, the printer.
PRODUCED BY:	Goodson-Todman with Screen Gems, Inc., in association with the NBC-TV Network.
PRODUCER:	Matthew Rapf.
DIRECTOR:	Various.
WRITERS:	Various.
FILMED AT:	Columbia Pictures studios in Hollywood, and also a ranch in Topanga Canyon, Calif.
PREMIERE:	April 25, 1958.
NBC PRESS REPRESENTATIVES:	Bill Fague, New York; Jane Westover, Hollywood.

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NBC-New York 9/11/58

Shooting for 'Jefferson Drum' On the MGM-TV Backlot

[illegible] TIME:

[illegible]:

[illegible]:

[illegible]:

[illegible]:

[illegible]:

[illegible]:

[illegible]:

[illegible]:

[illegible]:

[illegible] AT:

[illegible]:

[illegible] PRESS CONSERVATIVE:

MGM-TV Backlot, Culver City, 7:30-8 p.m., Oct. 4. New Jail series begins Sept. 26. (Series was previously seen Sundays, at 8:30 p.m., EDT).

Western drama about a courageous newspaper editor in a lawless gold-mining town of the 1860's.

Jeff Richards as Jefferson Drum.

Sharpe Martin as Jerry, short bandyman as Mike Tom and Cyril Delevanti as Lucius Dolin, the printer.

Sonoma-Taden with Screen Gems, Inc., in association with the MGM-TV Backlot.

Matthew Rapf.

Prelow.

R. Vinson.

Columbia Pictures Service in Hollywood and also a lunch in Topanga Canyon, Calif.

August 25, 1961.

All rights, New York, Herald Tribune, Hollywood.

MGC-New York 9/1/58

PRIZE MONEY WON BY 'TWENTY-ONE' CONTESTANTS
PASSES THE MILLION-DOLLAR MARK

"Twenty-One" has gone over the million-dollar mark in prize money awarded to contestants.

Figures released today show that $25,500 paid to Deputy Sheriff Kermit Kynell of Los Angeles put the prize money total at $1,007,810.

Kynell won his $25,500 during two appearances on the NBC-TV Network show. He retired with his winnings on Sept. 1.

The biggest amount of "Twenty-One" prize money was paid to Elfrida Von Nardroff. She won $220,500 before being defeated on July 7.

"Twenty-One" made its debut Sept. 12, 1956. Jack Barry is emcee of the show. It is telecast at 9 p.m., EDT, Mondays.

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NBC-New York, 9/11/58

NBC COLOR TELEVISION NEWS

'TIC TAC DOUGH' WEEKLY EVENING COLORCAST SWITCHING TO MONDAY TIME-SPOT

The "Tic Tac Dough" weekly evening colorcast -- with Jay Jackson as emcee -- will be presented over the NBC-TV Network Mondays at 7:30 p.m., EDT, effective Oct. 6. The colorcast continues in its Thursday night time-spot (also 7:30 p.m., EDT) through Sept. 25. The daytime "Tic Tac Dough" series -- with Jack Barry as emcee -- is presented over the NBC-TV Network Mondays through Fridays at 12 noon, EDT (in black and white only).

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LES BROWN BAND AND ANNOUNCER HY AVERBACH ON STEVE ALLEN'S TWO HOLLYWOOD PROGRAMS

Because "regulars" Skitch Henderson and Gene Rayburn, of "The Steve Allen Show" (NBC-TV Network colorcasts, Sundays, 8 p.m., EDT) will not make the trip to Hollywood for the shows of Sunday, Sept. 21 and Sunday, Sept. 28, two temporary replacements will appear on those programs. Les Brown and His Band of Renown will fill in for Henderson as musical director of the program and announcer Hy Averbach will substitute for Gene Rayburn.

NBC New York, 9/11/58

CAST AND CREDITS FOR REPEAT COLORCAST OF 'PIED PIPER OF HAMELIN'
TUESDAY, SEPT. 16 (7:30-9 P.M., EDT) ON NBC-TV NETWORK

CAST

THE PIED PIPER AND TRUSON.....Van Johnson

MAYOR OF HAMELIN.....Claude Rains

MARA (THE MAYOR'S DAUGHTER).....Lori Nelson

JOHN'S MOTHER.....Kay Starr

THE KING'S EMISSARY.....Jim Backus

FIRST COUNCILOR.....Doodles Weaver

SECOND COUNCILOR.....Stanley Adams

PAUL (PRINCIPAL CHILD ROLE).....Rene Korper

LEADING CITIZEN.....Olive Blake

HAMELIN BOYS.....Alan Aaronson, Brian Corcoran

HAMELIN GIRL.....Kathie Anderson

HAMELIN MEN.....Joseph Sargeant, Jess Kirkpatrick

HAMELIN WIVES.....Amzie Strickland, Fintan Meyler, Nora Marlowe

COUNCILMEN.....Les Clark, James Conzales, Jay Meyers, Dick Wessier

TOWNSMEN.....Jim Elsegood, Dean Miles

SERVANTS.....Fred Hansen, Alex Goudovitch, Jack Mattis, Carey Laverette

TOWN CRIER.....Cyril Delevanti

(more)

PRODUCTION STAFF

PRODUCER.....Hal Stanley

DIRECTOR.....Bretaigne Windust

ASSISTANT DIRECTOR.....Maurice Vaccarino

DIRECTOR OF PHOTOGRAPHY.....William Snyder

ART DIRECTOR (PRODUCTION DESIGN).....Arthur Lonergan

MUSIC DIRECTOR.....Peter King

CHOREOGRAPHER.....Ward Ellis

WARDROBE.....By Berman of London

BASED ON BOOK AND LYRICS.....Hal Stanley and Irving Taylor

TELEPLAY BASED ON.....Ancient folk legend

PRODUCTION SUPERVISOR.....Richard Larsen

SPECIAL PHOTOGRAPHIC EFFECTS.....Jack Rabin, Louis Dewitt, Irving Block

SUPERVISING FILM EDITOR.....Floyd Knutson

COLOR SUPERVISOR.....Alex Quiroga

SOUND.....Harry Lindgren

HAIR STYLIST.....Scotty Rackin

SCRIPT SUPERVISOR.....Mercy A. Weireter

MUSIC EDITOR.....Kenny Wilhoit, Earl Durth

MAKEUP.....Gene Hibbs

WARDROBE SUPERVISORS.....Byron Munson, Maria Donovan

NBC PRESS REPRESENTATIVES.....Betty Lanigan (New York)

SPONSOR.....Liggett and Myers Tobacco Company for Chesterfield, L&M and Oasis Filter Cigarettes

ADVERTISING AGENCY.....McCann-Erickson, Inc.

* * *

(more)

SYNOPSIS OF SCENES

Scene 1 - Clearing in forest (Piper is introduced)

2 - A meadow (Truson is introduced)

3 - Market place (Town of Hamelin is introduced)

4 - Interior of schoolhouse (Mara-Truson romance is introduced)

5 - Interior of council room (Mayor and Council are introduced)

6 - Montage of Hamelin townspeople (Invasion of rats)

7 - Council Room (People demand help)

8 - Town Square (Piper plays for children; promises to remove rats)

9 - Council room (Mayor plans to deceive piper)

10 - Town Square (Mayor accepts piper's offer)

11 - Exterior Hamelin, night (Town reacts as rats piped away)

ACT II

Scene 1 - Exterior Hamelin, day (Town reacts to absence of rats)

2 - Exterior of Town Hall (Mayor plans feast for King's emissary)

3 - Interior of school room (Piper sings to children)

4 - Interior Town Hall (Mayor deceives piper, refuses payment)

5 - Interior of Mara's bedroom (Mayor demands daughter marry emissary)

6 - Exterior of town (Piper awaiting payment)

7 - Interior of Council Chamber (Truson pleads to pay the piper)

8 - Clock Tower (Payment deadline passes; piper destroys clock)

9 - Town gate (Arrival of emissary, jailing of Truson)

10 - Interior of jail (Mara visits Truson in prison)

(more)

6 - Cards for "The Mad Ruler of Ilmenlin"

EXTERIOR OF CASTLE

Cards 1 - Entering in Town (Ruler is [illegible])

2 - A meadow (Throne is [illegible])

4 - Market place (Town of Ilmenlin is [illegible])

6 - Interior of schoolhouse (Hero-Thief [illegible] [illegible])

7 - Interior of council room (Ruler and [illegible] are [illegible])

8 - Montage of Ilmenlin Countryside (Liberation of [illegible])

9 - Council room (Peasis [illegible])

8 - Town Square (Pied piper [illegible] for children [illegible] [illegible] [illegible])

9 - Council room (Ruler [illegible] to [illegible])

10 - Town square (Ruler [illegible])

11 - Exterior Ilmenlin Palace (Two [illegible] [illegible] [illegible])

INTERIOR

Cards 1 - Exterior Ilmenlin, day (Town [illegible] [illegible] [illegible])

2 - Interior of Town hall (Ruler [illegible] [illegible] [illegible] [illegible])

3 - Interior of school room (Piped [illegible] [illegible])

4 - Interior Town Hall (Ruler [illegible] [illegible] [illegible])

5 - Interior of Ruler's [illegible] (Ruler [illegible] [illegible] [illegible])

6 - Interior of Town (Piper [illegible])

7 - Interior of Council Chamber (Ruler [illegible] to [illegible] [illegible])

8 - Clock Tower (Pigeons [illegible] [illegible] [illegible] [illegible])

9 - Town gate (Arrival of [illegible], [illegible] of Peasis)

10 - Interior of Jail (Hero [illegible] [illegible] [illegible])

(Back)

ACT II (Cont'd)

11 - Hamelin street (Piper pipes children from town)

12 - Interior of Council Chamber (Mara interrupts feast)

13 - Exterior of mountain (Mountain opens, children enter)

ACT III

Scene 1 - Exterior Hamelin (John's mother symbolizes town's sorrow)

2 - Interior prison (Paul visits Truson)

3 - Exterior hillside (Mayor orders cannons to blast mountain)

4 - Village Square (Mayor blames Truson, but Truson made new mayor)

5 - Village Square, later (Truson pays piper, children return)

* * *

MUSIC SYNOPSIS

(Music Based on Edvard Grieg's "Peer Gynt Suite")

ACT I

Scene 2 - "Work Song".....Hamelin children

"Women Digging Clay".....Hamelin women

"Men Mixing and Firing Bricks.....Hamelin men

"How Can I Tell You?" ("Concerto in A Minor").....Truson

"Prestige Song".....Mayor and Councilmen

"Feats of the Piper" ("Anitra's Dance").....Piper

ACT II

Scene 3 - "Flim Flam Floo".....Piper

"Prestige Song Reprise".....Mayor and Councilmen

Scene 5 - Version of "Work Song".....Mara

Scene 6 - "Fool's Gold" ("Solveig's Song").....Piper

(more)

Scene 9 - "Welcome Song" (Arabian Dance).....Townspeople

Scene 10 - "How Can I Tell You?" (Mara's Reprise).....Mara

ACT III

Scene 1 - "Mother's Lament" ("Ase's Death").....John's mother

Scene 2 - "Fool's Gold" Reprise ("Solveig's Song").....Truson

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NBC-New York, 9/11/58

NBC RADIO NETWORK NEWS

'FOCUS ON LATIN AMERICA'

- - -

New NBC Radio Network Series to Consider Neighbor Nations

A new weekly program series focusing attention on our neighbor nations of Central and South America will be broadcast by the NBC Radio Network on Wednesday starting Sept. 17 from 10:05 to 10:30 p.m., EDT (Network except WRCA).

The series, titled "Focus on Latin America," will be presented in cooperation with the Organization of American States - Pan American Union and with George Washington University in Washington, D. C. Dr. William Columbus Davis, director of Latin American Studies at the university, will be host.

A single country will be discussed each week, Argentina being the first (Sept. 17) and Brazil the second (Sept. 24). A representative of the nation under discussion will be questioned by two George Washington University students to bring out information about its history, culture, government and economic development.

The series will be tape-recorded in advance in Washington. Transcripts will be made available to listeners upon request. The address: Focus on Latin America, George Washington University, Washington 6, D.C.

Dr. Davis, who has traveled extensively throughout Latin America, is author of "The Last Conquistadores: The Spanish Intervention in Peru and Chile" and many articles on the region.

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NBC New York 9/11/58

DAYTIME SERIES

CREDITS FOR 'CONCENTRATION' ON THE NBC-TV NETWORK

TIME:	Mondays through Fridays, 11:30 a.m.-12 Noon, NYT.
MASTER OF CEREMONIES:	Hugh Downs.
FORMAT:	Game show based on memory, derived from the children's card game of the same name. Two contestants pick numbers from 1 to 30, trying to match the pictures of prizes. If the pictures are successfully matched the contestant is credited with the prize picture and part of a word picture (rebus) is revealed. The contestant identifying the word picture (a title of a song, poem, or familiar saying) wins the game and the prizes which are credited to him. The losing contestant is awarded a consolation prize. The game is highlighted by penalties, forfeits of prizes and a hidden jackpot award which might be either big or little in value.
PREMIERE DATE:	Aug. 25, 1958.
PRODUCTION BY:	Barry and Enright.
EXECUTIVE PRODUCER:	Robert Noah.
PRODUCER:	Jack Farren.
DIRECTOR:	Van Fox.
ASSISTANT DIRECTOR:	Gene Gaines.
UNIT MANAGER:	Elmer Gorry.

(more)

ANNOUNCER:	Art James.
PRODUCTION ASSISTANT:	Patte Preble.
MUSICAL DIRECTOR:	Paul Taubman.
MUSICAL CONDUCTOR:	Al Finelli.
TECHNICAL DIRECTOR:	Ray Barrett.
ASSOCIATE DIRECTOR:	Norm Blumenthal.
POINT OF ORIGIN:	NBC-TV Studios New York.
SPONSORS AND AGENCIES:	Chesebrough-Pond's Inc. (J. Walter Thompson Company) starting Oct. 17; General Foods Corp. (Young and Rubicam, Inc.); H. J. Heinz Company (Maxon, Inc.) starting Sept. 18; Lever Brothers Company (Needham, Louis and Brorby, Inc.); National Biscuit Company (McCann-Erickson, Inc.) starting Oct. 8; Pillsbury Mills, Inc. (Leo Burnett Co., Inc.) starting Oct. 9; Sterling Drug, Inc. (Dancer-Fitzgerald-Sample, Inc.)
NBC PRESS CONTACT:	Ann Morrissy (New York).

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NBC-New York, 9/11/58

NBC TRADE NEWS
A SERVICE OF RCA

September 12, 1958

FRIGIDAIRE PLACES NEW 52-WEEK ORDER TO SPONSOR ALTERNATE-WEEK QUARTER-HOUR SEGMENTS IN 5 NBC-TV NETWORK DAYTIME SHOWS

FOR RELEASE MONDAY A.M. SEPT. 15

Frigidaire Division, General Motors Corporation, has placed a new 52-week order with the NBC Television Network for sponsorship of alternate-week quarter-hour segments in a total of five daytime programs. Announcement of the purchase was made jointly by C. H. Menge, General Sales Manager, Frigidaire, and Walter D. Scott, Vice President, NBC Television Network Sales.

In announcing the sale, Mr. Menge said, "This is the most important television buy in our history. We are using this campaign because we have found that daytime television offers the most direct media for reaching our primary market." Mr. Menge also said that, by mutual agreement with other sponsors of these programs, arrangements have been made to give Frigidaire at least one commercial message every day of the week.

The Frigidaire order is effective in mid-September and calls for sponsorship of quarter-hour segments in these

(more)

five programs: "Treasure Hunt" (telecast 10:30-11 a.m., EDT) and "Concentration" (telecast 11:30 a.m.-12 noon, EDT) on alternate Tuesdays, in "The Price Is Right" (telecast 11-11:30 a.m., EDT), "From These Roots" (telecast 3:30-4 p.m., EDT) and the new "County Fair" (to be telecast 4:30-5 p.m., EDT, starting Sept. 22) on alternate Wednesdays, and another segment in "Treasure Hunt" on alternate Thursdays. (All programs are telecast Monday through Friday.)

Dancer-Fitzgerald-Sample, Inc., is the advertising agency representing Frigidaire.

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NBC-New York, 9/12/58

SERIES OF MOTORCADES IN 22 MAJOR NBC-TV AFFILIATE CITIES WILL HERALD NETWORK'S 1958-59 PROGRAMS

A series of motorcades in more than 22 major NBC-TV Network affiliate cities has been set by the NBC Exploitation Department as part of the network's extensive advertising, promotion, publicity and expoitation activities publicizing the 1958-59 TV program schedule.

A 24-vehicle "Carvalcade of Shows" motorcade will tour midtown New York on Tuesday morning, Sept. 16.

The motorcade will be televised by NBC-TV's "Today" show, during the programs 8-9 a.m., EDT, segment, as it starts from Rockefeller Plaza, site of NBC's New York headquarters. The parade will travel North to 57th Street, West to Broadway, South to 40th Street and East to Lexington Avenue before dispersing at Rockefeller Plaza.

Each of the 24 vehicles in the parade will carry banners or posters with the name of an NBC-TV program. Automobile companies sponsoring shows this Fall will use their make cars to carry banners publicizing their shows: Chrysler cars for the Fred Astaire specials, Chevrolets for the "Dinah Shore Show," Fords for "Wagon Train" and the "Tennessee Ernie Ford" shows, Buick for "Tales of Wells Fargo" and the Bob Hope specials, and Pontiac cars for the Perry Como specials.

(more)

The "Carvalcade" also will include a Greyhound bus carrying signs for "The Steve Allen Show," which is co-sponsored by Greyhound; Goodyear Rubber Company and Aluminum Co. of America vehicles will carry signs for the "Goodyear Theater" and "Alcoa Theatre"; Singer Sewing Machine Company and Lipton Tea Company trucks will carry signs for "The Californians," which they co-sponsor, and National Biscuit Company, a sponsor of "Wagon Train," will have one of its vehicles in the parade.

Among the affiliated NBC television stations planning motorcades are: KRBC-TV, Abilene, Tex; KYW-TV, Cleveland; KQTV, Fort Dodge, Iowa; KMJ-TV, Fresno, Calif.; KCKT-TV, Great Bend, Kansas; KYTV, Springfield, Mo.; WITN, Washington, N. C.; KWWL-TV, Waterloo-Cedar Rapids, Iowa; KARD-TV, Wichita, Kan., and KFDX-TV, Wichita Falls, Tex.

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NBC-New York, 9/12/58

NBC COLOR TELEVISION NEWS

CORRECTION, PLEASE, FOR "THE GEORGE GOBEL SHOW"

"The George Gobel Show" will be sponsored by the Radio Corporation of America (through Kenyon & Eckhardt, Inc.) and not the Liggett and Myers Tobacco Company as incorrectly listed in the NBC Daily News Report of Sept. 10. ("The George Gobel Show" will be colorcast on the NBC-TV Network on alternate Tuesdays 8-9 p.m., EDT, beginning Sept. 23.)

CHANGES IN MUSICAL SELECTIONS FOR 'GEORGE GOBEL SHOW' PREMIERE

Guest Keeley Smith will sing "Don't Take Your Love From Me" instead of "When Your Lover Has Gone" for her first selection on the premiere colorcast of "The George Gobel Show," Tuesday, Sept. 23 (NBC-TV Network, 8-9 p.m., EDT). The Petites will sing "Heart of My Heart" and "Moonlight Bay," instead of the medley of Summertime songs.

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NBC-New York, 9/12/58

CHARLES M. KINSOLVING JR. IS NAMED MANAGER, PLANS DEVELOPMENT, AND HARRY T. RUMPLE, MANAGER, RATES AND AFFILIATIONS

The appointments of Charles M. Kinsolving Jr. as Manager, Plans Development, and Barry T. Rumple as Manager, Rates and Affiliations, were announced by Allen R. Cooper, Director, Corporate Planning, for NBC.

Mr. Kinsolving comes to NBC from McCann-Erickson, Inc., advertising agency, where he had been associate Manager of Media Research. Before joining McCann-Erickson Inc. in March, 1953, he was with Young and Rubicam for two years, serving in their research department.

A native of New York, Mr. Kinsolving graduated from the University of Pennsylvania with an A.B. degree in 1949.

Mr. Rumple has been with NBC since 1933, when he joined the network as a statistician. He was promoted, in turn, to chief statistician, research manager and plans specialist. In 1952 he was named Manager, Plans.

Mr. Rumple is a graduate of Rutgers University and lives in Neshanic, N. J., with his wife and three sons.

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NBC-New York, 9/12/58

NBC COLOR TELEVISION NEWS

GROUCHO MARX ADDED TO STEVE ALLEN'S COLORCAST PREVIEWING NBC-TV NETWORK'S NEW SEASON

Groucho Marx, star of "Groucho Marx - You Bet Your Life" on the NBC-TV and NBC Radio Networks, will be among the guests on the Sunday, Sept. 21, colorcast of "The Steve Allen Show" (NBC-TV Network, 8-9 p.m., EDT) when Allen offers a preview of NBC-TV's 1958-59 season. This brings the roster of guests to 23 on the Hollywood-originated colorcast.

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WARNER LAW NAMED WEST COAST STORY EDITOR FOR 'THE FURTHER ADVENTURES OF ELLERY QUEEN'

Writer Warner Law has been signed as West Coast story editor for "The Further Adventures of Ellery Queen," it was announced by executive producer Albert McCleery. Law will work under supervision of Ethel Frank, associate producer in charge of scripts, for the full-hour NBC-TV Network colorcast series starting Friday, Sept. 26 (8-9 p.m., EDT). Miss Frank makes her headquarters on the East Coast.

Law, a veteran writer for motion pictures, radio and TV, contributed 13 teleplays to the recent "NBC Matinee Theater" series. He worked for seven years as a writer at M.G.M. and was also script-writer for the "Cavalcade of America" series on both radio and TV. He is a graduate of the University of California.

Some of the stories to be presented on the colorcast series will be taken from the famous Ellery Queen books, but most of them will be originals.

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NBC-New York, 9/12/58

NBC TELEVISION NEWS

September 12, 1958

PREMIERE

KEN WILLIAMS AS BARKER AND BILL GALE AS BANDLEADER WILL JOIN FAIRGROUNDS IMPRESARIO BERT PARKS AT 'COUNTY FAIR,' NEW MONDAY-THROUGH-FRIDAY TV SERIES STARTING SEPT. 22

Ken Williams as the barker, Bill Gale and his eight-piece band and attractive Christie Logan will join emcee Bert Parks at the "County Fair" when the new variety and audience-participation show starts on the NBC-TV Network Monday, Sept. 22 (Mondays-through-Fridays, 4:30 to 5 p.m., EDT).

Following the slogan, "Everything can happen at a county fair," the new daytime series will present games, contests, skits, music, variety acts, stunts and other attractions found on the fair midway.

Parks, as the fairgrounds impresario, will perform as a singer, dancer and comedian and often will join in vocal duets with the daily guest stars. Williams and Gale, the barker and bandleader, respectively, performed those same duties when "County Fair" was a top-rated radio show from 1945 to 1950. A different "Miss County Fair" will be featured each week, with the 20-year-old, blonde and beautiful Miss Logan the first to reign.

The studio audience will appear on-camera during each show. An elaborate county fair midway constructed in NBC Studio 8H, New York, includes a grandstand with a seating capacity of 120 people.

(more)

Members of the audience will take part in various events every day and will receive gifts for participating.

"County Fair" is a Gale-Gernannt production, in association with the NBC-TV Network. Perry Cross will be the producer, with Herb Landon as associate producer and Joe Durand as director.

* * *

PAPER BAG STUNT--A CHALLENGE FOR CONTESTANTS

Members of the studio audience at the premiere of NBC-TV Network's "County Fair" Monday, Sept. 22 will try to punch their way out of a paper bag.

"County Fair," to be presented Mondays-through-Fridays (4:30 to 5 p.m., EDT), plans to feature this stunt each Monday, Wednesday and Friday until someone successfully punches his way out of the bag.

The stunt originated on the "County Fair" radio show in 1946 and held national interest. It continued 20 weeks until Louise and Joseph Dorsey, a young honeymoon couple from Worcester, Mass., succeeded where hundreds of other people, including then light-heavyweight champion Gus Lesnevich, had failed.

"County Fair" even sent the paper-bag stunt on tour to movie houses around the country, from where a remote broadcast of the attempt would be aired back to New York and broadcast nationally during the show. The stunt also boarded the aircraft carrier Midway, where some of the strongest gobs in the 1,500-man crew tried to punch their way out of the eight-foot tall, three-foot wide paper bag.

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NBC-New York, 9/12/58

members of the audience will take part in various events every day and will receive extra for participating.

"County Fair" is a Gale-Cameron production, in association with the NBC-TV Network. Jerry Cross will be the producer, with Lord Landon as executive producer and Joe Durand as director.

# # #

FIVE AND SIXTY--A CHALLENGE FOR CONTESTANTS

Memory of him already multiplied at the studios of NBC-TV network's "County Fair" Monday, Sept. 22 will try to count Sally May out of a paper bag.

"County Fair" is presented Monday-through-Friday (9:30 to 3 p.m., EST), plays to feature this Aunt Sally Monday. Bedmonday and Friday until someone successfully guesses his fat out of the bag.

The event originated on the "County Fair" radio show on NBC and Hall National Network. It contained 50 small useful articles and Joseph Bailey, a young northpoon couple from Westchester, Pa., succeeded where numerous of other people, including their State-Newspaper, complain due inaccuracy, had failed.

"County Fair" even met the paper-bag about an hour to nearby houses around the country. From there a remote broadcast of the attempt would be given back to New York and broadcast nationally during the show. The event also marked the aircraft manufacturing, where some of the astronomers made in the 1,000-man crew tried to guess their way out of the eight-foot walls, three-foot side paper bag.

NBC-New York, Bulletin

NBC COLOR TELEVISION NEWS

CREDITS FOR 'BOB HOPE BUICK SHOW' COLORCAST OF 'ROBERTA'

TIME: NBC-TV Network colorcast, Friday, Sept. 19, 7:30-9 p.m., EDT.

STAR: Bob Hope as bandleader Huckleberry Haines.

GUEST STARS: Howard Keel as John Kent, Anna Maria Alberghetti as Stephanie and Janis Paige as Scharwenka.

CAST: Lili Valenty as Madame Roberta, Louise Vincent as Anna, Sara Dillon as Sophie, Elinor Audley as Mrs. Teale and Henry Brandon as Ladislaw.

STORYLINE: Adapted from the Jerome Kern--Otto Harbach musical which was a Broadway hit 25 years ago. Story concerns football star John Kent (Keel), who inherits an exclusive fashion house in Paris. He and his pal, orchestra leader Huck Haines (Hope), go to the style capital to take over the shop. Kent doesn't want the place, but when he meets his late aunt's beautiful

(more)

STORYLINE: (CONT'D)	assistant, Stephanie (Miss Alberghetti), he decides to enter the fashion game. Song hits of the original play will be featured. They include "Smoke Gets in Your Eyes," "The Touch of Your Hands," "Lovely to Look At" and "Yesterdays."
EXECUTIVE PRODUCER:	Bob Hope.
PRODUCER:	Jack Hope.
STAGE DIRECTOR:	Ed Greenberg.
ASSOCIATE PRODUCER:	Kent MacCray.
UNIT MANAGER:	Sil Caranchini.
TV ADAPTATION BY:	Mort Lachman, Bill Larkin, Lester White, John Rapp, Charles Lee and Norman Sullivan.
MUSIC BY:	Les Brown and his "band of renown"
CHOREOGRAPHER:	Jack Baker.
TV DIRECTOR:	Dick McDonough.
ART DIRECTOR:	Jay Krouse.
ORIGINAL PARIS GOWNS BY:	Lanvin, Balmain and Jacques Griffe.
COSTUMES:	Kate Drain Lawson.
MAKEUP:	Bill Morley.
SPONSOR AND (AGENCY):	Buick Motor Division of General Motors Corporation (McCann-Erickson, Inc.)
PRODUCTION BY:	Hope Enterprises, Inc.
ORIGINATION:	NBC Color TV Studios, Burbank, Calif.
NBC PRESS REPRESENTATIVES:	Al Cammann, New York; Dave Smith, Hollywood.

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NBC-New York, 9/12/58

1 - Credits for "Don't Bore Us, We'll Move"

PROVIDING: (cont'd)

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[illegible]

[illegible]

REVISED CREDITS FOR 'QUEEN FOR A DAY' ON NBC-TV NETWORK

TIME:	NBC-TV Network, Mondays through Fridays, 4-4:30 p.m., EDT (new time period starting Sept. 22).
HOST AND STAR:	Jack Bailey.
FORMAT:	Panel of judges reads the "wish" cards submitted by audience. Twenty-one are chosen for consideration, and four or five from this group are selected to be interviewed in front of audience by emcee Jack Bailey. Audience chooses winner by applause. She is crowned "Queen For a Day," and receives valuable gifts, in addition to having her wish granted.
EXECUTIVE PRODUCER:	Raymond R. Morgan.
PRODUCER:	Harry Mynatt.
ANNOUNCER:	Gene Baker.
DIRECTOR:	Elbert Walker.
FASHION COMMENTATOR:	Jeanne Cagney.
FASHION COORDINATOR:	Christine Edwards.
MERCHANDISING HEAD:	Charles Forman.
ORIGINAL STARTING DATE:	Jan. 3, 1956 on NBC-TV (on ABC-TV, January, 1955). (previously on NBC Radio, 1945-55).
SPONSORS AND AGENCIES:	Multiple sponsorship.
NBC PRESS REPRESENTATIVES:	Rolf Gompertz, Hollywood; Betty Lanigan, New York.

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NBC-New York, 9/12/58

DAYTIME SERIES

REVISED CREDITS FOR 'TIC TAC DOUGH' ON THE NBC-TV NETWORK

TIME:	Mondays through Fridays, 12 noon to 12:30 p.m., NYT.
PREMIERE DATE:	July 30, 1956.
EMCEE:	Jack Barry.
FORMAT:	Two contestants compete to fill three squares in a row, either horizontally, diagonally or vertically, by answering questions that pertain to nine different categories on the "Tic Tac Dough" board. The question in the center box is worth $200, and all others are $100.
PRODUCED BY:	Barry and Enright Productions, in association with the NBC-TV Network.
PRODUCER:	Howard Felsher.
ANNOUNCER:	Bill McCord.
DIRECTOR:	Hudson Faussett.
PROGRAM SUPERVISOR:	Robert Noah.
MUSIC DIRECTOR:	Paul Taubman.
SCENIC DESIGNER:	Clara De Vecchis.
UNIT MANAGER:	Paul Jacobson.
RESEARCH PROGRAM STAFF:	Robert Rubin, Richard De Bartol, Ben Joelson.

(more)

SPONSORS (AND AGENCIES): Procter & Gamble Co. (Dancer-Fitzgerald-Sample, Inc.). General Mills, Inc. (Tatham-Laird, Inc.), Sunshine Biscuits, Inc. (Cunningham and Walsh, Inc.), starting Sept. 19; Alberto Culver Co. Inc. (Geoffrey Wade Advertising, Inc.); Standard Brands, Inc. (Ted Bates and Co., Inc.); H. J. Heinz Co. (Maxon, Inc.), starting Sept. 18; Dow Chemical Co. (MacManus, John and Adams, Inc.); Pillsbury Mills, Inc. (Leo Burnett Co., Inc.), starting Oct. 1; The Toni Co. (Tatham-Laird, Inc.).

ORIGINATION: Live, from NBC studios in New York.

NBC PRESS REPRESENTATIVE: Noreen Laurenzi (New York).

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NBC-New York, 9/12/58

NBC RADIO NETWORK NEWS

September 15, 1958

Attention: Sports Editors

THOMAS J. LIPTON INC. WILL SPONSOR EXTENSIVE COVERAGE
OF AMERICA'S CUP RACES ON NBC RADIO NETWORK

The name Sir Thomas Lipton -- symbolic of the finest sportsmanship in yacht racing for more than three decades -- again will be associated with this sport's classic competition when Thomas J. Lipton, Inc., the company he founded, sponsors extensive coverage of the America's Cup races Sept. 19 and 20 and the following week on the NBC Radio Network.

"It is especially fitting that Thomas J. Lipton, Inc., should bring to the American public on NBC Radio all the exciting moments of the 17th challenge match for the cup Sir Thomas tried so hard to win," said Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network.

Coverage of the event will start on NBC Radio's "Monitor" Friday, Sept. 19, at 8 p.m., EDT, with pre-race descriptions of the competing yachts, the Columbia and the Sceptre; interviews with the crew members, and reports on last-minute preparations.

On Saturday, Sept. 20 at 11 a.m., EDT, "Monitor" will begin its on-the-spot coverage of the first race. Highlights of the succeeding races will be reported throughout NBC Radio's daytime and evening schedule during the following week.

(more)

The order for the radio coverage of the races by Thomas J. Lipton, Inc., was placed through Young and Rubicam, Inc.

Sir Thomas, who was born of poor parents in Glasgow, Scotland, amassed one of the world's great fortunes in the grocery and tea business in Britain. He made five attempts to win the America's Cup but never could "lift the mug," as he put it. However, his tries with his series of famous Shamrocks gained him the everlasting respect and admiration of the American people. Although he last sponsored a Shamrock in 1930, even today many in Newport, R. I., scene of the great races, and elsewhere in the United States still call the America's Cup "the Lipton cup."

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NBC-New York, 9/15/58

The author for the music covering of this amusingly "Bonnie" Lupton, Ltd., was played through Jerry and Lindsay, Ltd.

Sir Thomas, who was born of poor parents in Glasgow, Scotland, became one of the world's great financiers in the grocery and tea business in England. He also have eleven or ten Americans too but never quite "Saw the way" to be put it. Thomas, his wife with his medic of Cowes Squadron national and over-leaving respect and admiration of the American people. Through his last commercial a Shamrock in 1914, even going as far as Newport. The score of the great yacht, and afterwards in the United States still call the Americans Sub "the Lipton cup."

September 15, 1958

MADAME CHIANG KAI-SHEK WILL 'MEET THE PRESS'

Madame Chiang Kai-Shek will be the guest on "Meet the Press" Sunday, Sept. 21 (NBC-TV Network, 6-6:30 p.m., EDT; NBC Radio Network, 6:30-7 p.m., EDT).

The wife of Generalissimo Chiang, President of the Republic of China, is now visiting the United States. She will be interviewed at NBC, New York, by Pauline Frederick of NBC News, Emmet Hughes of Time-Life, Clifton Daniel of the New York Times, and Lawrence Spivak, producer and permanent panelist of "Meet the Press." Ned Brooks will be moderator.

"Meet the Press" is a Public Affairs presentation of NBC News.

NBC RADIO NETWORK NEWS

September 15, 1958

NBC AWARDS PLAQUE TO STATION WIRE, INDIANAPOLIS, FOR 25 YEARS OF AFFILIATION WITH THE NBC RADIO NETWORK

An NBC 25th anniversary plaque was awarded to Radio Station WIRE, Indianapolis, Indiana, by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, in recognition of WIRE's quarter-century of affiliation with the NBC Radio Network.

Mr. Sarnoff presented the plaque to Eugene C. Pulliam, owner of Indianapolis Broadcasting, Inc., which operates WIRE. The presentation was made Friday in Mr. Sarnoff's offices in New York. Attending the ceremony were Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network, and Harry Bannister, Vice President in charge of NBC Station Relations.

Now in its 32nd year of broadcasting, WIRE has a distinguished record of public service programming and coverage of special events. It began operations as a 250-watt independent station, WKBF, in 1926. On May 30, 1927, it became the nation's first station to broadcast a complete description of the 500-mile Indianapolis Speedway race. WIRE carried the first network broadcast in Indiana on Sept. 20, 1927 -- coverage of the Dempsey-Tunney heavyweight championship fight on the NBC Red Network.

(more)

The station became a full-fledged NBC affiliate Sept. 1, 1933. The call letters were changed in 1935. WIRE now operates with 5,000 watts power on 1430 kilocycles. Willard C. Worcester is Vice President and General Manager.

Mr. Pulliam also is owner and publisher of Central Newspapers, Inc., which publishes the Indianapolis Star and the Indianapolis News.

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NBC-New York, 9/15/58

NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE
For October, 1958
(All Times EDT)

Wednesday through Friday, Oct. 1-3

2:30-3 p.m. -- "Haggis Baggis" -- a game program starring Fred Robbins as emcee.

Wednesday, Oct. 1

NOTE: The NBC-TV Network will colorcast all World Series baseball games played in the park of the American League pennant-winner. The series is scheduled to begin Oct. 1. Schedule of games to be colorcast will be announced.

8:30-9 p.m. -- "The Price is Right" -- contestants judge the value of merchandise. Bill Cullen is emcee.

9-10 p.m. -- "Kraft Mystery Theatre" -- tonight's drama is "Presumption of Innocence," by Harry Julian Fink.

Friday, Oct. 3

8-9 p.m. -- "The Further Adventures of Ellery Queen" -- a new live mystery series dramatizing the exploits of the famous writer-sleuth.

Saturday, Oct. 4

8-9 p.m. -- "The Perry Como Show" -- music, comedy and variety starring Perry Como with guest stars Fernandel and Jackie Dennis.

(more)

Sunday, Oct. 5

7-7:30 p.m. -- "Noah's Ark" -- the adventures of a young veterinarian. Paul Burke, May Wynn and Vic Rodman star. Tonight -- "The Gentle Peril."

7:30-8 p.m. -- "Northwest Passage" -- stories of heroic exploits during the French and Indian War. Keith Larsen stars as Major Robert Rogers. Buddy Ebsen and Don Burnett co-star. Tonight's episode is titled "Surprise Attack."

9-10 p.m. -- "The Dinah Shore Chevy Show" -- music, comedy and variety starring Dinah Shore with guest stars. (Premiere)

Monday through Friday, Oct. 6-10

2:30-3 p.m. -- "Haggis Baggis"

Monday, Oct. 6

7:30-8 p.m. -- "Tic Tac Dough" -- the quiz game which is based on the game of "Tic Tac Toe." Jay Jackson is emcee. (New time period for this program)

10-10:30 p.m. -- "The Arthur Murray Party" -- a program of music and ballroom dancing starring Arthur and Kathryn Murray.

Tuesday, Oct. 7

8-9 p.m. -- "The George Gobel Show" -- a comedy program with music starring George Gobel with guest stars. "The Petites," a vocal quintet, are featured regularly.

Wednesday, Oct. 8

8:30-9 p.m. -- "The Price is Right"

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall" -- a new comedy program starring "Mr. Television," with guest stars. (Premiere)

(more)

Monday, Oct. 1

7-7:30 a.m. -- "Mighty Mouse" -- the adventures of a young mouse, Just Louie, Pat Ryan and Vic Dalmon also. "Cartoons" -- "The Dancin Fools."

7:30-8 p.m. -- "Wishbone Theater" -- stories of Bronte Sisters during the French and Indian War. Julia Lennon plays an Indian Indent Jeanne. Andy Ziman and Ann Purcell co-stars. Production assist by Julius "Dangerous Julius."

9-10 p.m. -- "The Brian Keith Show Show" -- music, comedy and variety starring Brian Keith with Dawn Wells. (repeats)

Tuesday through Friday, Oct. 2-5

8:30-9 a.m. -- "Mickey Mouse"

Tuesday, Oct. 2

8:30-9 p.m. -- "Tic Tac Dough" -- the game show known in second on the game of "Tic Tac Dough" -- the television is owner. (New time period for this program)

10-10:30 p.m. -- "The Prince Spendy Show" -- a program of music and antique dancing accompany actions and Ashley Brown

Wednesday, Oct. 3

8-9 p.m. -- "The Second Coming Home" -- a family situation with music starring George Gobel with Peter Ellen. "The Wednesday" a comedy question, use Jacques regularly.

Thursday, Oct. 4

8 7:30-9 p.m. -- "The Prince in Time"

9-9:30 p.m. -- "Bishop Sees Something in the Night Before Bail" -- a new comedy program starring "Mr. Television," with Guest stars. (repeats)

3 - NBC-TV Network Colorcast Schedule

Friday, Oct. 10

8-9 p.m. -- "The Further Adventures of Ellery Queen"

Saturday, Oct. 11

NBC will colorcast an NCAA Big Ten Football Game today. Teams and starting time to be announced on or about Oct. 6.

8-9 p.m. -- "The Perry Como Show" -- tonight's guest is Dale Robertson.

Sunday, Oct. 12

7-7:30 p.m. -- "Noah's Ark" -- tonight's episode is "A Kangaroo's Tale."

7:30-8 p.m. -- "Northwest Passage" -- tonight's episode is titled "Bound Women."

8-9 p.m. -- "The Steve Allen Show" -- a comedy program with music, comedy and variety starring Steve Allen with Skitch Henderson and his orchestra, comedians Don Knotts, Louis Nye and Tom Poston and announcer Gene Rayburn.

9-10 p.m. -- "The Dinah Shore Chevy Show"

Monday through Friday, Oct. 13-17

2:30-3 p.m. -- "Haggis Baggis"

Monday, Oct. 13

7:30-8 p.m. -- "Tic Tac Dough"

9:30-11 p.m. -- "The Hallmark Hall of Fame" presents Julie Harris, Christopher Plummer and Victor Jory in "Johnny Belinda," Also starring Rip Torn and Betty Lou Holland. Produced and directed by George Schaefer.

Tuesday, Oct. 14

8-9 p.m. -- "The Eddie Fisher Show"

(more)

Wednesday, Oct. 15

8:30-9 p.m. -- "The Price is Right"

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall"

Friday, Oct. 17

8-9 p.m. -- "The Further Adventures of Ellery Queen"

9-10 p.m. -- "An Evening With Fred Astaire" -- the first of two special programs of dancing and music starring Fred Astaire, and introducing dancer Barrie Chase.

Saturday, Oct. 18

8-9 p.m. -- "The Perry Como Show"

9-10 p.m. -- "The Jerry Lewis Show" -- a comedy program starring Jerry Lewis.

Sunday, Oct. 19

7:30-8 p.m. -- "Northwest Passage" -- tonight's episode is "Break Out."

8-9 p.m. -- "The Steve Allen Show"

9-10 p.m. -- "The Dinah Shore Chevy Show"

Monday through Friday Oct. 20-24

2:30-3 p.m. -- "Haggis Baggis"

Monday, Oct. 20

7:30-8 p.m. -- "Tic Tac Dough"

10-10:30 p.m. -- "The Arthur Murray Party"

Tuesday, Oct. 21

8-9 p.m. -- "The George Gobel Show"

Wednesday, Oct. 22

8:30-9 p.m. -- "The Price is Right"

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall"

(more)

5 - NBC-TV Network Colorcast Schedule

Thursday, Oct. 23

8-9 p.m. -- "Gateway To The Mind" -- the opening program in the new season's Bell Telephone Science Series is the filmed story of the human senses. Dr. Frank Baxter is host.

9:30-10 p.m. -- "The Ford Show" -- a comedy-variety program starring Tennessee Ernie Ford with guest stars.

Friday, Oct. 24

8-9 p.m. -- "The Further Adventures of Ellery Queen"

Saturday, Oct. 25

8-9 p.m. -- "The Perry Como Show" -- tonight's guest is dancer Ann Miller.

Sunday, Oct. 26

7:30-8 p.m. -- "Northwest Passage" -- tonight, "Courtmartial."

8-9 p.m. -- "The Steve Allen Show"

9-10 p.m. -- "The Dinah Shore Chevy Show"

Monday through Friday, Oct. 27-31

2-2:30 p.m. -- "Truth or Consequences" -- comedy quiz and stunt show. Bob Barker is emcee.

2:30-3 p.m. -- "Haggis Baggis"

Monday, Oct. 27

7:30-8 p.m. -- "Tic Tac Dough"

10-10:30 p.m. -- "The Arthur Murray Party"

Tuesday, Oct. 28

8-9 p.m. -- "The Eddie Fisher Show"

(more)

6 - NBC-TV Network Colorcast Schedule

Wednesday, Oct. 29

8:30-9 p.m. -- "The Price is Right"

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall"

Thursday, Oct. 30

9:30-10 p.m. -- "The Ford Show"

Friday, Oct. 31

8-9 p.m. -- "The Further Adventures of Ellery Queen"

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NBC-New York, 9/15/58

CREDITS FOR 'THE CALIFORNIANS' ON NBC-TV NETWORK

TIME:	NBC-TV Network Tuesdays, 10 p.m., EDT. 1958-59 series starts Tuesday, Sept. 23.
FORMAT:	Adventure series set in San Francisco from 1851 to 1856, the time of the great gold rush and the first and second silver strikes.
STARRING:	Richard Coogan as San Francisco's Marshal Matthew Wayne.
FEATURING:	Arthur Fleming as lawyer Jeremy Pitt, Carole Mathews as the young widow, Wilma Fansler, owner of a gambling house.
PRESENTED BY:	Louis F. Edelman in association with the NBC-TV Network.
EXECUTIVE PRODUCER:	Robert F. Sisk
PRODUCER:	Felix Feist
DIRECTORS:	Paul Stewart, Paul Henried, Sean McClory and Jacques Tourneur.
WRITERS:	Carey Wilber, Michael Fessier and others.
THEME SONG:	"I've Come to California" -- words by Harold Adamson, ASCAP, music by Harry Warren, ASCAP, sung by the Ken Darby Singers.
PRODUCTION:	Californian Film Enterprises, Inc., filmed in Hollywood by Desilu.
SPONSORS:	Singer Sewing Machine Co. and Thomas J. Lipton, Inc., alternately.
AGENCY:	Young and Rubicam, Inc. for both sponsors.
NBC PRESS REPRESENTATIVES:	Anne Morrissy, New York; Rolf Gompertz, Hollywood.

-----o----- NBC-New York, 9/15/58

CREDITS FOR "THE CHRISTMAS" OF NBC-TV SPECIAL

TIME: NBC-TV Special Tuesday, 10 p.m., EST. (NBC-TV series across Tuesday, Dec. 24.)

CAMERA: Advertising series out in San Francisco from 1:00 to 1:30, the time of the great yuk-yuk and the other and second a-year-ending.

STAGING: Richard Dreyer in San Francisco to Dreamer Matthew Wong.

PRODUCED: Arthur Fleisher as lawyer trying pick, Dreamer Matthew as the prime movers. Alice Ghostley, owner of a gambling house.

PRESENTED BY: Louis F. Gladden in association with the NBC-TV Network.

EXECUTIVE PRODUCER: Robert J. Alan

P. DOVER: Felix Green

DIRECTORS: Paul Stewart, Paul Harrond, Sam Pockley and Jacques Demmour.

WRITING: Gerry Wilder, Michael Cassano and others.

TITLE SONG: "I've Come to Christmas" -- words by Norman Adamson, ASCAP, music by Harry Warren, ASCAP, sung by the Ken Darby Singers.

PRODUCTION: Christmas with Enterprises, Inc., filmed in Hollywood by Jewelle.

EXECUTIVE: Harper Sewing Machine Co. and Thomas J. Lipton, Inc., alternately.

LEGAL: Young and Anderson, Inc. for both sponsors.

NBC PRESS: Anne Morrissey, New York and Jeff Sommers, Hollywood.

PUBLICITY: NBC-Tom Kelly, Jr.

DAYTIME SERIES

CREDITS FOR 'COUNTY FAIR' ON THE NBC-TV NETWORK

TIME:	NBC-TV Network, Mondays through Fridays, 4:30 to 5 p.m., EDT.
PREMIERE DATE:	Monday, Sept. 22, 1958.
STAR:	Bert Parks.
FORMAT:	Variety and audience-participation show with fairgrounds theme and flavor. Games, contests, skits, musical and variety acts, guest stars, stunts and other attractions found on the midway of a county fair will be presented. Members of the studio audience will participate.
BARKER-ANNOUNCER:	Ken Williams.
BANDMASTER:	Bill Gale, leading eight-piece band.
"MISS COUNTY FAIR":	Christie Logan for first week; other girls to fill role in succeeding weeks.
PRODUCED BY:	Gale-Gernannt Productions, Inc., in association with the NBC-TV Network.
PRODUCER:	Perry Cross.
DIRECTOR:	Joe Durand.
ASSOCIATE PRODUCER:	Herb Landon.
MUSIC DIRECTOR:	Bill Gale.
SET DESIGNER:	Don Shirley.
GRAPHIC ARTS BY:	Stas Pyka.
PRODUCTION ASSOCIATE:	Janet Spencer.

(more)

2 - Credits for 'County Fair'

UNIT MANAGER:	Clem Egolf.
TECHNICAL ADVISER:	Bill Gernannt.
THEME MUSIC:	"County Fair," by Bill Gale.
ORIGINATION:	Live, from NBC Studio 8H, New York.
SPONSORS AND AGENCIES:	Frigidaire Division, General Motors Corporation (Dancer-Fitzgerald-Sample, Inc.); Lever Brothers Company (Batten, Barton, Durstine & Osborn, Inc.); National Biscuit Company (McCann-Erickson, Inc.); Sandura Company (Hicks & Greist, Inc.); Sterling Drug, Inc. (Dancer-Fitzgerald-Sample, Inc.).
NBC PRESS REPRESENTATIVE:	Bob Goldwater, New York.

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NBC-New York, 9/15/58

NBC COLOR TELEVISION NEWS

CREDITS FOR 'THE GEORGE GOBEL SHOW' COLORCASTS ON THE NBC-TV NETWORK

TIME:	Colorcast alternate Tuesdays, 8-9 p.m., EDT.
PREMIERE DATE:	Tuesday, Sept. 23, 1958.
STAR:	George Gobel.
REGULARS:	The Petites (vocal group): Bob, 20; Alice, 19; Patty, 18; Mary, 15, and Claudia, 11.
PRODUCER:	Bill Burch.
DIRECTOR:	Norman Abbott.
WRITERS:	Norman Lear, Tom Koch, Phil Green, Leo Solomon and Dan Beaumont.
MUSIC DIRECTOR:	Frank DeVol.
PRODUCED BY:	Gomalco, Inc., in association with the NBC-TV Network.
THEME SONG:	"Gobelues."
ORIGINATION:	NBC Color Studios, Burbank, Calif.
SPONSOR:	The Radio Corporation of America. Kenyon and Eckhardt, Inc.
NBC PRESS CONTACTS:	Bob Bowen (Hollywood), Betty Lanigan (New York).

(NOTE: "The Eddie Fisher Show," beginning Sept. 30, will alternate with "The George Gobel Show" in the Tuesday 8-9 p.m., EDT, colorcast time-spot.)

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NBC-New York, 9/15/58

September 17, 1958

Attention, Sports Editors

WORLD SERIES

ALL GAMES IN YANKEE STADIUM WILL BE COLORCAST AS HIGHLIGHT OF WORLD SERIES COVERAGE BY NBC-TV AND RADIO NETWORKS

All World Series games in New York's Yankee Stadium will be colorcast when the NBC Television Network, for the 12th consecutive year, televises the World Series starting Wednesday, Oct. 1. Baseball's Fall classic also will be carried by the NBC Radio Network.

NBC's TV and radio coverage will be sponsored by the Gillette Safety Razor Company as a "Gillette Cavalcade of Sports" feature. Maxon, Inc., is the advertising agency for Gillette, which has sponsored NBC's television coverage all 12 years.

This week's pennant-clinching by the New York Yankees -- their 24th American League flag, fourth in a row and ninth in the 10 years Casey Stengel has been manager -- brings the World Series to New York for games three, four and (if necessary) five on Oct. 4, 5 and 6. NBC previously had announced plans to colorcast all Series games in the park of the American League champion.

Telecast and radio time for the New York games will be 12:45 p.m. EDT on Saturday, Oct. 4 and Monday, Oct. 6, and 1:45 p.m. EDT on Sunday, Oct. 5 (air times are 15 minutes before game time).

(more)

If the National League pennant race holds to its present form, the Milwaukee Braves will be the Yankees' World Series opponent for the second straight year. The Series opener on Oct. 1 is in the park of the National League champion.

If the Braves win, as expected, Milwaukee's County Stadium would be the scene of the first and second games on Oct. 1 and 2, and games six and seven, if they are needed to decide the best-four-of-seven competition, on Oct. 8 and 9. Air time for Milwaukee games would be 2:45 p.m., EDT.

There will be an open day for travel Oct. 3 and 7 when the Series shifts parks.

Television and radio commentators for the World Series will be announced soon.

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NBC-New York, 9/17/58

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Television and radio commentators for the World Series will be announced soon.

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NEO-New York, 9/17/58

NBC TELEVISION NEWS

September 17, 1958

"TEN FOR SURVIVAL," SERIES ON MAN'S KEY TO EXISTENCE IN NUCLEAR AGE, TO BE PRESENTED BY NBC AND THE EDUCATIONAL TV AND RADIO CENTER

- - -

Educational TV Stations Will Carry 10-Week Fall Series Live

The American people's ostrich-like rejection of the existing knowledge which is man's key to survival in the Nuclear Age will be examined in a 10-week Educational Television Project program to be presented by the National Broadcasting Company in partnership with the Educational Television and Radio Center at Ann Arbor, Mich., this Fall.

The program series, "Ten for Survival," will be produced in cooperation with the U. S. Office of Civil and Defense Mobilization. It will be sent out live to the country's interconnected educational TV stations over NBC's regular network facilities on Tuesdays, starting Oct. 28, from 10:30 to 11 p.m., EST. Many NBC affiliated stations will carry the series on a delayed basis.

Taking a completely new approach to the problem of opening men's minds to the facts of nuclear warfare, the program will (1) demonstrate indelibly that -- with knowledge -- survival in a nuclear crisis is possible, (2) underscore the fact that the knowledge which is man's surest means to survival is being rejected by the American public for a variety of reasons, (3) document the reasons for this rejection, and (4) lay the groundwork for acceptance of the hard facts of nuclear weapons and radiation.

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The series will explore modern natural disasters, examine individual and group behavior patterns, and show the increasing importance of knowledge in an increasingly complex society in which man is so far removed from nature that instinct is of little value.

The first five telecasts will document behavior patterns in the face of such disasters of the recent past as the Rio Grande floods of 1954 and the almost complete destruction by hurricane of Cameron Parish, La., in 1957. Sociologists and psychologists who have studied these and other disasters will explain why people in crises behave the way they do.

A staggering picture of misinformation and ignorance will be revealed in a telecast devoted to scrutiny of current misconceptions concerning the effects of nuclear weapons. Three sessions will be devoted entirely to facts on these effects. The final telecast will explore the potential of nuclear power for peaceful uses, since this power may well be necessary to survival in the future. In visits to such places as Oakridge, Tenn., and Brookhaven, Long Island, N. Y., the program will look at the astonishing things that are emerging from the basic research being done throughout the country.

Joel O'Brien, who produced the newsmaking "Briefing Session" program series for the Educational Television Project last Spring, will be the producer of "Ten for Survival." Lynwood King will be the director, and William Welch and Earl Hamner the writers. The varying format will embrace drama, commentary and discussion by guest experts, and film clips. The point of origin will be NBC's New York Studios.

"The concept of nuclear warfare is so vast and so terrible that the average person refuses to face the possibility," O'Brien said. "The mind shuts down, actively rejecting knowledge. The

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The series will explore modern natural disasters, examine individual and group behavior patterns, and show the interacting importance of knowledge in an increasingly complex society in which we are so far removed from nature that instinct is of little value.

The first five episodes will document behavior patterns in the face of such disasters of the recent past as the Rio Grande flood of 1954 and the almost complete destruction by hurricane of Galveston, Tex., in 1937. Sociologists and psychologists who have studied these and other disasters will explain why people in crises behave the way they do.

A concluding picture of misinformation and ignorance will be revealed in a broadcast devoted to scrutiny of current misconceptions concerning the effects of nuclear weapons. These sessions will be devoted entirely to facts on these effects. The final episode will ignore the potential of nuclear power for peaceful uses, since this area may well be necessary to survival in the future. In studies to be placed in Bainbridge, Tenn., and Broadhaven, Long Island, N. Y., the program will deal as the subjunctive things that are occurring in the basic research being done throughout the country.

Joel O'Brien, who produced the documentary "Modeling Dowsing" program series for the Educational Television project last Spring, will be the producer of "Man for Survival." Leonard Lang will be the producer, and William Welch and Earl Hamner the writers. The varying media will embrace drama, commentary and discussion by guest experts, and film clips. The point of origin will be KCET's new Vine Studios.

"The concept of nuclear warfare is so vast and so terrible that the average person refuses to face the possibility," O'Brien said. "Our mind shuts down, patively rejecting knowledge. The

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frequent statement, 'I just won't let myself think about it,' or, 'In a nuclear war everybody will die anyway, so why should I do anything about it,' reflects a national frame of mind which is escapist and unhealthy.

"The ultimate aim of 'Ten for Survival' is to bring to the viewer all the facts concerning the effects of nuclear weapons, and to plant the fact that with knowledge and adequate protection, survival is possible."

Production of "Ten for Survival" will mark the continuation of the NBC-ETRC national live Educational Television Project begun in 1957. At least one other series is being planned for the Fall term.

The Project is under the over-all supervision of Edward Stanley, NBC Director of Public Affairs, and Malcolm MacGregor, executive producer.

Educational stations now on the air and expected to carry the Fall series include: WTIQ, WBIQ and WAIQ, Munford, Birmingham and Andalusia, Ala.; KNME-TV, Albuquerque, N. M.; WETV, Atlanta, Ga.; WBGH, Boston; WUNC-TV, Chapel Hill, N. C.; WCET, Cincinnati, Ohio; WOSU-TV, Columbus, Ohio; KOAC-TV, Corvallis, Ore.; KRMA-TV, Denver; WTVS, Detroit; KUHT, Houston, Tex.; KUON-TV, Lincoln, Neb.; WHA-TV, Madison, Wis.; WKNO-TV, Memphis, Tenn.; WTHS-TV, Miami, Fla.; WMVS-TV, Milwaukee, Wis.; KTCA-TV, Minneapolis-St. Paul, Minn., WYES-TV, New Orleans, La.; KETA-TV, Oklahoma City, Okla.; WHYY-TV, Philadelphia; WQED, Pittsburgh, Pa.; KUED, Salt Lake City, Utah; KQED, San Francisco; KCTS (TV), Seattle, Wash.; KETC, St. Louis, Mo.; WILL-TV Champaign-Urbana, Ill.

(more)

[illegible] statements, "I just don't let myself think about it," you, "We [illegible] muscular dystrophy will die anyway, so why should I do anything [illegible] 'I'm sorry,' indicate a medical frame of mind which is realistic and [illegible] unrealistic.

"The ultimate aim of 'Men for Survival' is to bring to the [illegible] viewer all the facts concerning the effects of nuclear weapons, and to [illegible] that the time that is knowledge and adequate information, survival is [illegible] possible."

Production of "Men for Survival" will mark the culmination [illegible] the NBC-CBMC national educational Television Project begun in [illegible]. It leads one other series is being planned for the fall season.

The project is under the over-all supervision of Donald [illegible], NBC Director of public affairs, and Marvin Bronzone, [illegible] producer.

Educational stations can on the air and expected to carry the [illegible] series include: WTTG, WGBH and WGBH, Hartford, Birmingham and [illegible], Ala.; KCET-TV, Albuquerque, N. M.; WFTV, Atlanta, Ga.; WBAM, [illegible]; WNDT-TV, Chapel Hill, N. C.; WCET, Cincinnati, Ohio; WCDU-TV, [illegible], Ohio; KCTS-TV, Cheyenne, Ore.; KOAC-TV, Denver; KTVS, [illegible]; KUHT, Houston, Tex.; KCSM-TV, Lincoln, Neb.; WFA-TV, Mobile, [illegible]; WGBH-TV, Honolulu, Haw.; WPBA-TV, Miami, Fla.; WCTS-TV, [illegible], Ala.; WCBI-TV, Minneapolis-St. Paul, Minn.; KTCA-TV, New [illegible], La.; KETC-TV, Oklahoma City, Okla.; WNDT-TV, Philadelphia, [illegible], Pittsburgh, Pa.; KUHS, Salt Lake City, Utah; WCBU, San Francisco, [illegible] (TV), Seattle, Wash.; KCMC, St. Louis, Mo.; WTCI-TV Chattanooga-[illegible], Tenn.

(more)

Two other stations which are scheduled to go on the air in time for the series are WUFT, Gainesville, Fla., and WJCT, Jacksonville, Fla.

NBC and the ETRC have developed and presented more than 150 national live telecasts expressly for the country's non-commercial educational TV stations since the project started. Programs have treated the fields of Greek art and mythology, geography, economics, mathematics, the International Geophysical Year, opera, medical research, jazz, government, and foreign policy.

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NBC-New York, 9/17/58

NBC SPOT SALES

News

September 17, 1958

THIRD TIMEBUYER OPINION PANEL QUESTIONNAIRE OF NBC SPOT SALES SURVEYS AGENCY VISITS BY RADIO AND TV STATION MANAGEMENT

Visits by radio and television station management to advertising agency timebuyers are explored in the third Timebuyer Opinion Panel questionnaire which NBC Spot Sales currently is sending to 1,200 timebuyers in large and small agencies throughout the country.

"It is a widespread practice in the broadcasting industry for station executives to make selling trips to out-of-town agencies, and probably the larger agencies receive several calls of this type every day," said Thomas B. McFadden, Vice President in charge of NBC Spot Sales. "Many of these visits certainly influence buying decisions, while others may not be as productive as they could be. Undoubtedly the results depend largely upon what the station executives do right and what they do wrong, as the timebuyer sees it.

"These sales calls are of vital importance to a great number of stations. By publishing a composite picture of them, NBC Spot Sales feels it is continuing to perform the kind of industry-wide service for which the Timebuyer Opinion Panel was created.

"We hope station executives and the timebuyers themselves will benefit from this survey -- that the executives can make their

(more)

agency visits even more effective in the future, and that they will come supplied with information which will help the timebuyers do a better job for their clients."

The survey asks timebuyers to note the principal purpose of the visits. The possible objectives listed include the acquisition of new business, acquisition of renewals, servicing of existing schedules, reporting on merchandising-promotion and updating of station-market information.

Timebuyers also are asked to note to what extent station men give a formal or market presentation, make a specific proposal for one or more accounts, sell the concept of Spot Radio or Spot TV against competitive media, and disparage one or more competitive stations in the market.

Other questions include:

What is the one most pronounced benefit you derive from visits paid you by station executives?

What is the one most pronounced complaint you have about these visits?

How often do the visits have an effect, directly or indirectly, on your purchase of time?

To what extent do they provide you with valuable information (market, station, competition, talent) that you did not have before?

The questionnaire also provides space for timebuyers to make suggestions or criticisms on the station management visits.

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NBC-New York, 9/17/58

I - Timebuyer Opinion Panel

survey which were most effective in the future, and what they will come specialized-skills information which will help the timebuyers do a better job for their clients."

The survey asks timebuyers to note the educational purpose of the results. The possible objectives listed include the evaluation of new questions, evaluation of commercials, providing of selecting consultants, preparing for marketing-promotion and updating of market-related information.

Timebuyers also are asked to note in what market station can give a formal or market presentation, make a specific proposal for you or more research, call the consult of that Radio or Spot TV station competitive media, and discussed one or more competitive media in the market.

Other questions include:

Have in the one area pronounced benefit you notice from Video's media research station research?

What is the one most pressure complaint you have about Video station?

How effectively the vendors have an effect, directly or indirectly, on your purchase of time?

In what ways do they provide you with valuable information (market, station, competition, talent) that you did not have before?

The questionnaire also provides space for timebuyers to make suggestions or criticisms on the station management vendors.

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NBC-New York 9/17/62

NBC COLOR TELEVISION NEWS

JULIE WILSON TO CO-STAR WITH ALFRED DRAKE AND PATRICIA MORISON IN COLORCAST OF 'KISS ME, KATE' ON 'HALL OF FAME'

Julie Wilson, the svelte singer-actress who is a darling of the nation's plush supper clubs as well as a stage favorite, will co-star with Alfred Drake and Patricia Morison in the "Hallmark Hall of Fame" live colorcast production of the Broadway smash hit, "Kiss Me, Kate," on the NBC-TV Network Thursday, Nov. 20 (9-10:30 p.m., EST).

Miss Wilson will play Bianca in the Cole Porter - Sam and Bella Spewack musical romp based on Shakespeare's "Taming of the Shrew." She was a hit in the part in the national company and in the London company of the original stage presentation. She followed Mary Martin in the London company of "South Pacific," was featured in a British revue, "Bet Your Life," and returned to this country to make her Broadway debut in "Kismet."

A statuesque green-eyed brunette, Miss Wilson has played leads in two motion pictures, "The Strange One" and "This Could Be the Night." She is now appearing at the Maisonette of the Hotel St. Regis, New York. She has two current hit records, "Julie at the St. Regis" and "My Old Flame."

"Kiss Me, Kate" is a Milberg production, produced and directed by George Schaefer.

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NBC-New York, 9/17/58

DRAMA OF RUSSIAN SUBMARINES OFF CAPE CANAVERAL IS FIRST STORYLINE ON 'BEHIND CLOSED DOORS,' COUNTER-ESPIONAGE SERIES

A drama of Russian submarines spying off the coast of Cape Canaveral during the launching of a missile will open the new counter-espionage series, "Behind Closed Doors," Thursday, Oct. 2 (NBC-TV Network, 9 p.m., EDT). The title of the first episode in the new film anthology series is "Cape Canaveral Story." Actor Bruce Gordon, playing Commander Matson, will introduce and relate the story. The series is based on the files and experiences of Rear Admiral Ellis M. Zacharias, U. S. N. (Ret).

Wayne Hollister (Joe Maross) operates a fishing boat on Cocoa Beach near Cape Canaveral. A mysterious tourist, Mr. Meyers (Jacques Aubuchon), rents the boat for fishing, but spends most of his time watching a missile launching. Hollister becomes suspicious and reports his experiences to naval intelligence. Later that night he meets Meyers, who intimates he is an intelligence officer. He gets Hollister to equip his boat with sonar and depth charges and they chase after Russian subs sighted nearby. However at the crucial moment he delays releasing a depth charge.

In the supporting cast will be Peter Whitney, Bill Henry and Virginia O'Malley. The teleplay was written by Paul Monash and directed by Paul Wendkos.

NBC-New York, 9/17/58

NBC FEATURE

NBC NEWSMEN CONTRIBUTE 'OUTSTANDING' MATERIAL
TO MASS COMMUNICATIONS HISTORY CENTER

Contributions of historical materials from NBC Newsmen are helping build the collections of the national Mass Communications History Center at Madison, Wis. The Center, which preserves "the basic raw materials that trace the development of modern mass media," is operated by the State Historical Society of Wisconsin. It was initiated in 1955 with a collection of personal files and radio-television material from veteran NBC Newsman H. V. Kaltenborn.

Cecil Brown, NBC News' Tokyo correspondent, is the most recent contributor to the Center. An initial collection of radio broadcasts, covering a 15-year period, fan mail and other pertinent material was sent this Summer.

According to the Center, "another oustanding collection" came from Joseph C. Harsch, NBC News Senior European correspondent. The material covers Harsch's career from 1928 to 1957 and includes business and fan mail, radio scripts, scrap books, article and book manuscripts.

NBC News correspondent Clifton Utley, Jr., presented the Center radio scripts and addresses covering the period 1946-1957. They include his "Twenty Years of Broadcasting" anniversary script prepared for Chicago's WMAQ in 1955, commemorating Utley's 20 years of radio reporting.

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NBC-New York, 9/17/58

NBC COLOR TELEVISION NEWS

DAYTIME SERIES

CREDITS FOR 'HAGGIS BAGGIS' MONDAY-THROUGH-FRIDAY
DAYTIME COLORCASTS ON THE NBC-TV NETWORK

PROGRAM:	"Haggis Baggis"
TIME:	NBC-TV Network colorcasts, Mondays through Fridays, 2:30-3 p.m., EDT, started June 30, 1958.
FORMAT:	Audience-participation in two-part quiz. The correct answer removes a section of a large board, revealing part of a photograph. The first contestant to identify the photograph becomes the winner. Winner and runner-up then vie for two sets of prizes. A home-viewer jackpot is announced each week.
EMCEE:	Fred Robbins.
EXECUTIVE PRODUCER:	Joe Cates
PRODUCER:	David Brown
DIRECTOR:	Ted Nathanson
UNIT MANAGER:	Steve Weston
SET DESIGNER:	Norman Davidson

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PRODUCTION SUPERVISOR:	Bill Watts
TECHNICAL DIRECTOR:	Walter Miller
ORIGINATION:	Live, in color, from the Ziegfeld Theatre, in New York
SPONSORS AND AGENCIES:	Alberto-Culver Company (Geoffrey Wade Advertising, Inc.); Brillo Manufacturing Company, Inc. (J. Walter Thompson Company); Chesebrough-Pond's, Inc. (J. Walter Thompson Company) starting Oct. 17; General Mills, Inc. (Tatham-Laird, Inc); Lever Brothers Company (J. Walter Thompson Company); Mentholatum Company (J. Walter Thompson Company) starting Sept. 29.
NBC PRESS REPRESENTATIVE:	Bob Goldwater, New York.

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NBC-New York, 9/17/58

2 - Bonds for "Bonds Bonds"

PROSPECTUS SUPPLEMENT:

SUBSIDIAL RESOURCES:

LIMITATIONS:

SUMMARY AND RESULTS:

BUT FROM DEPRECIATIVE:

B.L.I Data

Policy Policy

Loss, in data, from the Security Bonding

in Jan Zero

Oliver-Sulve Company (Security Bond

Investment, Inc.)

Gross Bondholding Company, Inc. (L.

Dalton Company Company)

Bondholding-Gould, Inc. (L. Dalton

Bondman Company) starting-Jan. 1?

Bonded Policy, Inc. (Subsidiaries, Inc)?

Lever Bondman Company (L. Dalton

Bondman Company)?

Individual Bonds (L. Dalton Bondman

Company) starting July. 3.

Sub Subsidiary, New York.

September 18, 1958

NBC PROTESTS NATIONALIST CHINESE GOVERNMENT'S CANCELLATION OF VISA OF NBC NEWS CORRESPONDENT JAMES ROBINSON

The National Broadcasting Company was informed today that the Nationalist Chinese Government has cancelled the visa of NBC News Correspondent James Robinson.

The cancellation came as Robinson was en route from Taipei, Formosa, to New York to appear on a special news program concerning the Far Eastern situation.

NBC said it was informed by the Foreign Office in Taipei that the reason for the cancellation was what it called "Robinson's unfriendly attitude toward the Republic of China."

The Foreign Office said it took exception to remarks made by Robinson in a speech last January before the San Francisco World Trade Association, and to the way NBC concluded a filmed television interview last May between Robinson and Chinese Nationalist leader Chiang Kai-Shek.

In that interview the Generalissimo declined to answer eight of fifteen questions, all of which were

(more)

submitted in advance. NBC News pointed out this fact at the conclusion of the broadcast interview. It was this statement to which the Nationalist Chinese objected.

NBC News Vice President William R. McAndrew said, "Robinson's work has been fair and objective and we believe his conduct, and that of his editors, has been highly responsible. The cancellation of his visa on the grounds given by the Nationalist Government is an affront to all honest reporters. We are protesting in the strongest possible terms to the Chinese Nationalist Government and to the State Department."

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NBC-New York, 9/18/58

NBC TRADE NEWS
A SERVICE OF RCA

SIX SIGN TO SPONSOR 'NBC NEWS--THE HUNTLEY-BRINKLEY REPORT'

Six advertisers have been signed as sponsors of "NBC News -- The Huntley-Brinkley Report," telecast on the NBC Television Network Monday through Friday, 6:45-7 p.m., EDT.

The Bristol-Myers Company for its Bufferin, through Young and Rubicam, Inc., will sponsor the program on alternate Tuesdays and alternate Thursdays over a 52-week period starting Oct. 28.

The other advertisers, who will sponsor the program during the fourth quarter of this year, are:

The Nestle Company, Inc., through Dancer-Fitzgerald-Sample, Inc., will sponsor the program on alternate Wednesdays and alternate Thursdays, effective immediately.

The National Carbon Company, through the William Esty Company, Inc., will sponsor the program on alternate Mondays, alternate Wednesdays and every Friday, beginning Sept. 24.

The Kemper Insurance Company, through John W. Shaw Advertising, Inc., will sponsor the program on various Mondays and Wednesdays beginning Sept. 22.

The Bulova Watch Company, through McCann-Erickson, Inc., will sponsor the program on alternate Mondays starting Nov. 3.

The Bell and Howell Company, through McCann-Erickson, Inc., will sponsor the program on various Fridays starting Nov. 7.

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NBC-New York, 9/18/58

HERBERT SUSSAN NAMED DIRECTOR OF SPECIAL PROGRAMS
FOR THE NBC TELEVISION NETWORK

NBC producer Herbert Sussan has been named Director of Special Programs for the NBC Television Network. He will report to Robert Lewine, Vice President, Television Network Programs.

During the past eleven years, Mr. Sussan has produced and directed a score of major musical, dramatic and variety series. Last year, he was senior producer of "Wide Wide World."

He has twice been awarded the Freedom Foundations Gold Medal. Programs he produced have received an Emmy Award, six Emmy nominations, the Sylvania Award, two Edison Foundation Awards, and a Peabody citation.

In his first network executive appointment, Mr. Sussan will supervise NBC's schedule of nearly 100 special programs this season. He will also function in the development of new special programs and act as executive in charge of production for some of these programs.

NBC-New York, 9/18/58

NBC TELEVISION NEWS

ADVENTURE 'AROUND THE HORN' STARTS NEW SEASON OF 'WAGON TRAIN' WITH WILLIAM BENDIX AND ERNEST BORGNINE AS GUEST STARS

"Wagon Train," award-winning series of full-hour Western dramas starring Ward Bond as wagonmaster and Robert Horton as frontier scout, starts its second year on the NBC-TV Network Wednesday, Oct. 1 (7:30-8:30 p.m., EDT).

The season's premiere drama is "Around the Horn," with William Bendix and 'Oscar' winner Ernest Borgnine as special guest stars. Bendix portrays the tyrannical skipper of a sailing schooner which becomes a floating prison for its passengers. Borgnine plays Willie Moran, a characterization he created in the first "Wagon Train" episode last season.

Ward Bond as Major Adams, Frank McGrath as Wooster and Terry Wilson as Hawks are shanghaied in San Francisco to a ship under Bendix's command. Their voyage takes them around the tip of South America and north to New Orleans. The episode also stars Osa Massen as an attractive school teacher and features Sandy Descher as the captain's daughter.

Subsequent episodes in the 1958-59 series, which take place after Bond and his party meet Robert Horton at St. Joseph, Mo., and head West, will follow last season's format of special guest stars appearing each week.

Executive producer of "Wagon Train" is Richard Lewis, producer is Howard Christie. Filmed by Revue Productions at Republic Studios, Hollywood, the series is sponsored alternately by Ford Motor Company through J. Walter Thompson Company, and National Biscuit Company through McCann-Erickson, Inc.

-----o----- NBC-New York, 9/18/58

CREDITS FOR 'WAGON TRAIN' ON THE NBC-TV NETWORK

TIME:	NBC-TV Network, Wednesdays, 7:30-8:30 p.m., EDT (new 1958-59 series starts Wednesday, Oct. 1).
STARS:	Ward Bond as wagonmaster Seth Adams, and Robert Horton as frontier scout Flint McCullough.
GUEST STARS:	Top Hollywood stars appear in each story as special guests.
FORMAT:	Dramas of the Westward trek of pioneers in the late 1860s across the vast frontier region of desert, mountains and plains between St. Joseph, Mo., and the Pacific Coast.
EXECUTIVE PRODUCER:	Richard Lewis.
PRODUCER:	Howard Christie.
DIRECTORS:	Various.
WRITERS:	Various.
THEME MUSIC:	"Wagon Train Theme" by Sammy Fain and Jack Brooks.
DIRECTOR OF PHOTOGRAPHY:	Benjamin H. Kline, A. S. C.
ART DIRECTOR:	Howard E. Johnson.
EDITORIAL SUPERVISOR:	Richard G. Wray, A. C. E.
ORIGINATION:	Filmed by Revue Productions at Republic Studios, Hollywood.
PREMIERE:	Sept. 18, 1957.
SPONSORS AND AGENCIES:	On alternate weeks, Ford Motor Company through J. Walter Thompson Company; National Biscuit Company through McCann-Erickson, Inc.
NBC PRESS REPRESENTATIVES:	Bill Fague, New York; Don Jones, Hollywood.

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NBC-New York, 9/18/58

NBC TELEVISION NEWS

September 18, 1958

BOB HOPE STARRING IN "ROBERTA," PREMIERES OF 4 NEW SERIES AND 10 RETURNING PROGRAMS HIGHLIGHT NBC-TV NETWORK'S SCHEDULE FOR SEPT. 19 THROUGH 26

A Bob Hope "special," premieres of four new series and 10 returning favorites highlight programming on the NBC-TV Network from Sept. 19 through 26.

"Roberta" will be the season opener for Hope -- a TV version of the hit musical in which the comedian was featured when it opened on Broadway in 1933. The new offerings are "The Ed Wynn Show," "The Further Adventures of Ellery Queen," "Peter Gunn," and "County Fair."

Following is a listing of the telecasts, chronologically arranged (all times EDT):

Friday, Sept. 19

"Roberta" with Bob Hope (colorcast) 7:30 to 9 p.m.

"M-Squad" 9 to 9:30 p.m.

Monday, Sept. 22

"County Fair" 4:30 to 5 p.m. (Monday-through-Friday series)

"The Restless Gun" 8 to 8:30 p.m.

"Peter Gunn" 9 to 9:30 p.m. (New Series)

Tuesday, Sept. 23

"Dragnet" 7:30 to 8 p.m.

"The George Gobel Show" (colorcast) 8 to 9 p.m.

"The Bob Cummings Show" 9:30 to 10 p.m.

"The Californians" 10 to 10:30 p.m.

(more)

Wednesday, Sept. 24

"The Price Is Right" (colorcast) 8:30 to 9 p.m.

"This Is Your Life" 10 to 10:30 p.m.

Thursday, Sept. 25

"The Ed Wynn Show" 8 to 8:30 p.m. (New Series)

"Groucho Marx - You Bet Your Life" 10 to 10:30 p.m.

Friday, Sept. 26

"Jefferson Drum" 7:30 to 8 p.m.

"The Further Adventures of Ellery Queen" (colorcast) 8 to 9 p.m. (New Series)

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SINGERS EILEEN BARTON, BETTY ANN GROVE AND ANITA WOOD ON GUEST LIST FOR PREMIERE WEEK OF 'COUNTY FAIR'

Songstress Eileen Barton will be host Bert Parks' guest on the premiere of the NBC-TV Network's new Monday-through-Friday daytime series, "County Fair," Monday, Sept. 22 (4:30 to 5 p.m., EDT).

Miss Barton will sing "Alexander's Ragtime Band" and, with Parks, "Everybody Loves a Lover." Other guest stars for the first week of "County Fair" include singer Betty Ann Grove, Parks' former partner on the "Stop the Music" quiz, who will appear Wednesday, Sept. 24 and singer Anita Wood Friday, Sept. 26.

"County Fair" regulars include barker-announcer Ken Williams and bandmaster Bill Gale. Christie Logan is "Miss County Fair" for the first week.

NBC-New York, 9/18/58

Sat., Oct. 2nd, 20

"The Tales Te Tell" (Repeated) 6:00 to 7 p.m.

"Will It Ever Rain?" 10 to 10:30 a.m.

Thursday, Sept. 27

"The Ad Men Show" 8 to 9:30 p.m. (Open Series)

"Gaming Men - You Bet Your Life" 10 to 10:30 a.m.

Friday, Sept. 28

"Northern Drama" 1:30 to 3 p.m.

"The Spoiled Dramatists or Hilary Swank" (Repeated)

8:30 - 9 p.m. (Open Series)

Without saying a word, Sally Ann Howes' two days spent on Queen Lily's yacht in Hollywood, Calif. on Friday, Sept. 27.

(Courtesy Allison Barron and) Ms. Jane Ann Jones, poet on the occasion of the 200th anniversary of the Battle of Cowpens, is the author of "Cowpens Lament." Ms. Jones will read from her first book of "Poems From Carolina" at the Cowpens Center on Sat., Oct. 2.

Some Gaston Gill [illegible] "Gaston's Gaston Land" and also from "Cowpens Lament & Poems." Other poems from the first book of "Poems From Carolina" will be read by [illegible] Jones, [illegible] Jones, poetess of Spartanburg, who will [illegible] Cowpens Center. Oct. 2 and [illegible] the book in the Store. 20

"Comedy Club" begins Saturday [illegible] Sept. 26 and [illegible] Fri. Sept. 27. Tickets range [illegible] "Comedy Club" [illegible] Sept. 27.

NBC COLOR TELEVISION NEWS

GEORGE NADER, NOTED HOLLYWOOD STAR, SIGNED FOR THE TITLE ROLE IN 'THE FURTHER ADVENTURES OF ELLERY QUEEN,' FULL-HOUR COLOR SERIES STARTING ON THE NBC-TV NETWORK FRIDAY, SEPT. 26

George Nader, one of Hollywood's leading personalities, has been signed for the title role in "The Further Adventures of Ellery Queen," full-hour live colorcast series on the NBC-TV Network, it was announced by executive producer Albert McCleery. The series starts Friday, Sept. 26 (8-9 p.m., EDT), and will be sponsored on alternate weeks by the Radio Corporation of America.

Nader was chosen from a large field of actors for this role. His appearances in films and on TV have given him a wide range of experience. Loretta Young had signed him to appear on one show, but the public response was so great he was asked to return six times. He also has been seen on "Hallmark Hall of Fame" and "Fireside Theater" telecasts.

The handsome actor, who stands six feet one inch, is under film contract to Universal-International. Among his outstanding films are "Monsoon," "The Carnival Story," "Away All Boats," "Joe Butterfly," and "Appointment With a Shadow."

The weekly episodes of "The Further Adventures of Ellery Queen" will be self-contained mystery stories, based on the famous gentleman detective character.

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NBC-New York, 9/18/58

NBC COLOR TELEVISION NEWS

'THE EDDIE FISHER SHOW' STARTS ITS NBC-TV NETWORK COLORCAST SEASON WITH JERRY LEWIS, JANE POWELL, ERNIE KOVACS, MILTON CANIFF AND OTHER HEADLINE GUESTS TUESDAY, SEPT. 30

Eddie Fisher will be host to an all-star premiere show guest roster, headed by special guest Jerry Lewis and headliners Jane Powell, Ernie Kovacs, cartoonist Milton Caniff, Noelle Adam (of the Ballet Theatre Francais) and The Four Saints (U. S. Air Force comedy-instrumentalists), on Tuesday, Sept. 30 (NBC-TV Network colorcast, 8-9 p.m., EDT).

"The Eddie Fisher Show," sponsored by the Liggett and Myers Tobacco Company for Chesterfield Cigarettes, through McCann-Erickson, Inc., will be produced by George Englund and directed by Gray Lockwood. Buddy Bregman is the musical director of the full-hour show -- an alternate-week series.

Milton Caniff is the creator of "Steve Canyon," the comic strip which is the basis of a new TV filmed adventure series on the NBC-TV Network this Fall. Jerry Lewis will star in his own NBC special colorcasts this season. Miss Adam is the star of the French ballet, "The Broken Date," for which the storyline was written by Francoise Sagan.

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NBC-New York, 9/18/58

NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE
Sept. 28-Oct. 4 (All Times EDT)

Sunday, Sept. 28

7-7:30 p.m. -- "Noah's Ark" -- Paul Burke, Victor Rodman and May Wynn co-star. Tonight's episode is "The Vitamin Derby."

7:30-8 p.m. -- "Northwest Passage" -- The epic story of Major Robert Rogers (Keith Larsen) and his Rangers during the French and Indian War. Buddy Ebsen and Don Burnett co-star. Tonight -- "The Gunsmith."

8-9 p.m. -- "The Steve Allen Show" -- Steve's guests tonight are Joan Davis, singer Jimmie Rodgers and band leader Ray Anthony.

9-10 p.m. -- "The Chevy Show," starring Edie Adams, Janet Blair and John Raitt. Music, comedy and variety.

Monday through Friday, Sept. 29 - Oct. 3

2:30-3 p.m. -- "Haggis Baggis" -- A game program, starring Fred Robbins as emcee.

Monday, Sept. 29

7:30-8 p.m. -- "Haggis Baggis" -- a game program, starring Jack Linkletter as emcee.

10-10:30 p.m. -- "The Arthur Murray Party" -- Ballroom dancing, music and variety. Arthur and Kathryn Murray star. (Premiere).

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Tuesday, Sept. 30

8-9 p.m. -- "The Eddie Fisher Show" -- Music and variety starring Eddie Fisher, with Buddy Bregman as music director. Eddie's guests for tonight's premiere show are Jerry Lewis, Jane Powell, Ernie Kovacs, cartoonist Milton Caniff, dancer Noelle Adam and "The Four Saints," a comedy-instrumental group.

Wednesday, Oct. 1

8:30-9 p.m. -- "The Price Is Right" -- an audience-participation show starring Bill Cullen as emcee.

9-10 p.m. -- "Kraft Mystery Theatre" -- Tonight's play is "Presumption of Innocence," by Harry Julian Fink.

Friday, Oct. 3

8-9 p.m. -- "The Further Adventures of Ellery Queen" -- A new live mystery series starring George Nader in the title role.

Saturday, Oct. 4

12:45 p.m. to conclusion -- World Series third game, at Yankee Stadium, New York City.

8-9 p.m. -- "The Perry Como Show" -- Music and variety starring Perry Como, with Mitchell Ayres and his Orchestra, the Ray Charles Singers, the Louis Da Pron Dancers and announcer Frank Gallop. Singer Jackie Dennis will be a guest tonight.

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CORRECTION ON OCTOBER COLORCAST SCHEDULE:

Sunday, Oct. 12

7-7:30 p.m. -- Kill: "Noah's Ark."

-----o----- NBC-New York, 9/18/58

MARY MARTIN AND MEMBERS OF HER USO ALASKAN

TOUR RETURNING TO NEW YORK

Mary Martin and the members of her USO tour to Alaska will return to New York Saturday, Sept. 20, following their successful two-week tour of the North. The plane bearing the Martin troupe is scheduled to land at Mitchell Field, Long Island, N. Y. at 7 a.m., (EDT) on the 20th.

Miss Martin, who broke in the new show which she will do across the United States and Canada in a 60-city tour, culminating on Easter Sunday (March 29) with two NBC-TV Network "specials," was an exceptional hit with the servicemen in Alaska.

On her tour -- which was made under the auspices of the USO and the Department of Defense, in cooperation with the National Broadcasting Company -- she played outposts which had never before been hosts to a USO tour. On one occasion, when she found herself fogbound and unable to reach the Eskimo village of Kotzebue, Miss Martin, Brazilian guitarist Luiz Bonfa and dancer Dirk Sanders, took over a nightclub in Nome, Alaska, for an unscheduled Saturday night performance. In all of her appearances Miss Martin wore the lavish gowns by Mainbocher which are among her "trademarks." In the Nome nightclub appearance the audience was made up largely of Eskimos. The Armed Forces Radio Service arranged broadcasting the program to the troops at Kotzebue.

Music for Miss Martin's performances was provided by John Lesko and his orchestra.

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NBC-New York, 9/18/58

THREE CHOSEN FOR CHILDREN'S ROLES IN "SWISS FAMILY ROBINSON"

Three young players have been chosen to play the children in "Swiss Family Robinson" on the NBC-TV Network, Sunday, Oct. 12 (6:30-7:30 p.m., EDT). Walter Pidgeon and Laraine Day will star as the parents in the special full-hour dramatization.

Patty Duke, Dennis Kohler and Dennis Hopper will play Lydia, Ernest and Fritz, respectively. Patty, nine, currently is featured in the Paddy Chayefsky movie, "The Goddess." Her long list of TV credits includes "Kraft Television Theatre," "Studio One," "Armstrong Circle Theatre" and other shows. Dennis Kohler, 10, has appeared in the TV version of "Member of the Wedding," three U. S. Steel shows and other dramas. Dennis Hopper, 22, the oldest child in "Swiss Family Robinson," played in the movie "Giant" and has performed on major TV shows.

Alex March will produce the dramatization, which was adapted from the Johann Wyss classic by Michael Dyne.

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HUGH DOWNS AIDS CHARITY DRIVE IN LIMA, OHIO

NBC-TV Network personality Hugh Downs -- announcer on "The Jack Paar Show" and emcee of "Concentration" -- will make a return visit to his home town of Lima, Ohio, Oct. 11 to spearhead a community charity drive for the United Fund.

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NBC-New York, 9/18/58

TELEVISION PROGRAMS

Three scenes for "Cincinnati" model on "Guess Which Musical"

Seven young players have been chosen to play the pictures in "Guess Which Musical" on the NBC-TV network, Sunday, Oct. 16 (8:30-9:00 p.m., EST). Host Clarence Derwent's Lucille Day will move on the pictures in the program's half-hour presentation.

Fifty John, Joanie Sommers, Donald Brooks, Bill Hilly Jones, Sheila and Patti Chandler, Sally Mike, successor to Tallulah in the show Cincinnati by Tennessee Williams. "The Cincinnati" has long list of TV musical features: "Great Television Theatre," "Radio One," "Adventures Given Tomorrow" and other shows. Joanie Sommers is the TV version of "Madison on the Problem," Sheila M. is among those and other shows. Donald Brooks, 15, has other credit in "Radio Hour," "Adventures in Music Show Tonight" and performed on Broadway shows.

Also taken on to produce the presentation, which has employed from the Jerome Lyle Lindsay by Clement Dunn.

Long hours and quarter acting is hard, says

NBC-TV Johnny Carson-Tonight Show host -- announced on "The Jack Paar Show" and guests of "Conversation" -- will take a month vacation to his home town of Iowa, Ohio, on Oct. 27 to recuperate a comedian quarter drive for the coming month.

Tonight Show is hard

CREDITS FOR 'THE ED WYNN SHOW' ON NBC-TV NETWORK

TIME:	NBC-TV Network, Thursdays, 8-8:30 p.m., EDT, starting Sept. 25
STAR:	Ed Wynn as John Beamer
FEATURING:	Jacklyn O'Donnell as Laurie (18), Sherry Alberoni as Midge (9), Herb Vigran as Ernest Hinshaw, Jesslyn Fax as Mrs. Creavy.
FORMAT:	Filmed family-comedy series starring Wynn as John Beamer, a vigorous and wily old widower with a genius for solving other people's problems. He lives in a small college town where he is bringing up his two granddaughters, Laurie and Midge.
PRODUCER:	Ben Feiner, Jr., for Screen Gems, Inc.
DIRECTORS:	Various
WRITERS:	Various
DIRECTOR OF PHOTOGRAPHY:	Fred Jackman (except for premiere show)
ART DIRECTOR:	Paul Palmentola
FILM EDITOR:	Edwin Bryant (except for premiere show)
SET DECORATOR:	Bill Calvert
PRODUCTION SUPERVISOR:	Seymour Friedman
ASSISTANT DIRECTOR:	Floyd Joyer
PRODUCED BY:	A Thalia-Keethwyn Production in association with Screen Gems Inc.

(more)

SPONSORS AND AGENCY:	On alternate weeks by Liggett and Myers Tobacco Company for Chesterfield cigarettes (starting Sept. 25) and the Bulova Watch Company (starting Oct. 2), both through McCann-Erickson, Inc., agency.
NBC PRESS REPRESENTATIVES:	Al Cammann, New York; Herman Lewis, Hollywood.

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PREMIERE SHOW CAST:	(Sept. 25) Wynn and the regular cast, with Charles Arnt as Mr. Lagenauer, Maureen Cassidy as Katie, Myrna Fahey as Pauline, Norman Ollestad as Biff and Gary Vinson as Sandy.
PREMIERE SHOW DIRECTOR:	William Russell
PREMIERE SHOW WRITER:	Devery Freeman
PREMIERE SHOW DIRECTOR OF PHOTOGRAPHY:	Burnett Guffy
PREMIERE SHOW FILM EDITOR:	Saul A. Goodkind.

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NBC-New York, 9/18/58

DAYTIME SERIES

CREDITS FOR 'IT COULD BE YOU' ON THE NBC-TV NETWORK

TIME:	Monday through Friday, 12:30-1 p.m., NYT.
EMCEE:	Bill Leyden
ANNOUNCER:	Wendell Niles
FORMAT:	Audience-participation with seven segments designed as suprises, including guest appearances, comic stunts, anniversary gifts and greetings, and reunions.
PRODUCTION:	A Ralph Edwards Production
PRODUCER:	Steve Hatos
ASSISTANT TO THE PRODUCER:	Jay Stewart
DIRECTOR:	Stuart W. Phelps
ORGANIST:	Ivan Ditmars
WRITERS:	Leslie Raddatz, Tony Newton, Jim Chritchfield
RESEARCH:	Dean Sander, Henry Koval, Jim Gompers, Carl Frederick
UNIT MANAGER:	Norm Hopps
ORIGINATION:	NBC-TV Studios, Burbank, Calif.
SPONSORS AND AGENCIES:	The Alberto-Culver Company (Geoffrey Wade Advertising); Armour and Co. (Foote, Cone and Belding), starts Oct. 7; Brillo Manufacturing Company, Inc. (J. Walter Thompson Co.); Brown and Williamson Tobacco Corp. (Keyes, Madden and Jones); Chesebrough-Pond's, Inc. (J. Walter Thompson Co.) starts Oct. 6; Corn Products Refining Co. (C. L. Miller Co. Inc.);

(more)

MONDAY, JUNE 2ND 1975 COMES ON YOUR 30TH ANNIVERSARY TRIPPER

TIME: Model Monday Friday, 12:00-1 p.m., 2nd.

PLACE: Old Lyceum

APPEARANCE: Wendell Hicks

FORMAT: Antique-certification with seven segments dedicated to Bugleses, including guess-a-gallons, radio rounds, anniversary gifts and [illegible], and tradition.

DESCRIPTION: A Delta Service Product.

PRODUCER: Steve Dunn

ADDITIONAL TO THE PRODUCER: Jay Stewart

DIRECTOR: Robert E. Phelps

CONTEST: Evan Bilness

JUDGES: Leslie Lowery, Tom Worton, Jim Chatterfield

ATTENDEES: Dean Barnes, Henry Ford, Jim Gessner, Earl Hudson

UNIT MANAGER: Gene Hogan

INVITATIONS: WRC-TV Studio Lenhart, Gaint.

SPONSORS AND ASSISTS: The Allgeier-Oliver Company (Quality Bus Advertising); Lemmy and Co. (Route, Cone and Delaing); Albert Co. 7) Brulio Manufacturing Company Inc. (J. Walker Insurance Co.); Frank Ann Williamson Chase Corp. (Cerra, Hadden and Jones); Chromalloy-Pratt, Inc. (J. Walter Thompson Co.) Stone Co., O: Glen Products Refining Co. (L. E. Miller Co. Inc.);

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SPONSORS AND AGENCIES (CONT'D): General Foods Corp. (Young and Rubicam, Inc.); The Mentholatum Company (J. Walter Thompson Co.) starts Sept. 29; Miles Laboratories, Inc. (Geoffrey Wade Advertising); Pillsbury Mills, Inc. (Leo Burnett Company, Inc.) starts Oct. 9; Procter and Gamble Company (Dancer-Fitzgerald-Sample, Inc.); Standard Brands, Inc. (Ted Bates and Company, Inc.); Whitehall Laboratories (Ted Bates and Company, Inc.)

NBC PRESS CONTACTS: Rolf Gompertz (Hollywood). Betty Lanigan (New York).

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NBC-New York, 9/18/58

STOCKING AND
ASSOVILLE (Cont'd):

General Foods Corp. (Young and Rubicam, Inc.); The Westinghouse Company (L. Walter Jacobson Co.) starts Sept. 29; Atlas Laboratories, Inc. (Doc'Tony was Associating), Fillsbury Mills, Inc. (Ian Bennett Company, Inc.) starts Oct. 9; Procter and Gamble Company (Dunnay-Ritzgerald-Lovejoy, Inc.); Standard Brands, Inc. (Ted Bates and Company, Inc.); Mid-Atlantic Laboratories (Ted Bates and Company, Inc.)

NEW FRONT COMMERCIALS: Bolt Company (Hollywood). Service Insigna (New York).

Mid-New Years 12/31/62

NBC SPOT SALES

News

NBC SPOT SALES ISSUES MARKET DATA BOOK ON PHILADELPHIA

Philadelphia is the subject of the ninth market data book just issued in the continuing series by NBC Spot Sales.

The study points out that the Philadelphis Metropolitan Area, with 4,349,100 residents, has increased in population by 18.5 per cent during the past eight years. It ranks fourth among markets in population, number of households, effective buying income and sales of food, general merchandise, apparel and furniture, and fifth in total retail sales and automotive sales.

Figures are given for the average weekly wages in the principal industries, estimated expenditures for new construction, and automobile radios in Station WRCV's coverage area. The book also includes information on weather conditions and transportation, and lists of stores and hotels.

Market data books previously issued by NBC Spot Sales cover Cleveland, Seattle, Washington, D. C., Miami, Louisville, Denver, Honolulu and St. Louis. The tenth book, providing facts and figures on the Pittsburgh area, is in preparation.

Copies of the studies may be obtained from the Research Department, NBC Spot Sales, 30 Rockefeller Plaza, New York 20, N. Y.

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NBC-New York, 9/18/58

NBC TRADE NEWS
A SERVICE OF RCA

41 ADVERTISERS LAUNCHING NEW CAMPAIGNS ON NBC RADIO NETWORK DURING LAST 4 MONTHS OF 1958; ORDERS AMOUNT TO $5,000,000

FOR RELEASE MONDAY A.M., SEPT. 22

Forty-one advertisers are launching new campaigns on the NBC Radio Network during the last four months of 1958 which amount to more than $5,000,000 in net revenue.

The orders were placed through 26 separate advertising agencies. Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network, said this volume of post-Labor Day business is the greatest in well over five years.

The $5,000,000 figure represents only campaigns which have kickoff dates between Sept. 1, 1958 and Jan. 1, 1959, and is in addition to the dollar volume of the many campaigns which began on NBC Radio prior to Labor Day and are continuing through the Fall period. Nor does it include signed orders for campaigns starting on the air in 1959.

The 41 advertisers represent all of the principal categories of clients using network radio -- drugs and cosmetics, food products and soft drinks, automobiles and automotive products, tobacco products, appliances, farm implements, chemicals, publications and others.

Leading the list of purchases in the food category is the previously reported order for more than $1,000,000 from the Mogen David Wine Corporation for 2,184 announcements in "Monitor." Other

(more)

food clients include the Morton Salt Company, California Packing Corporation and General Foods Corporation.

Among the many advertisers of drugs and cosmetics are the Lewis-Howe Company, in behalf of Tums; the Warner-Lambert Pharmaceutical Company, for Anahist; Grove Laboratories, Inc., and the Bristol-Myers Company.

The automotive field is represented by the Buick Motor Division and the GMC Truck Division of General Motors, the Dodge and Chrysler divisions of the Chrysler Corporation, and the Commercial Solvents Corporation.

Other major advertisers include the Pepsi-Cola Company, Reader's Digest Association, Inc., the Brown and Williamson Tobacco Corporation, and Hess and Clark, Inc.

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NBC-New York, 9/19/58

NBC COLOR TELEVISION NEWS

'ARTHUR MURRAY PARTY' RETURNING TO NBC-TV NETWORK AS MONDAY NIGHT COLORCAST SERIES

"The Arthur Murray Party" will return to the NBC-TV Network this Fall beginning Monday, Sept. 29 (10-10:30 p.m., NYT), it was announced today by Robert F. Lewine, Vice President, NBC Television Network Programs.

The live, half-hour variety show, in color, will be sponsored by P. Lorillard Company, Inc., for Newport Filter cigarettes. The agency for the advertiser is Lennen & Newell, Inc.

Kathryn Murray, wife of the noted dance authority, will once more serve as hostess of the TV party. Mr. Murray will produce and perform on the show. Prominent stars of the entertainment world will appear weekly.

Highlights of the weekly series will include a dance contest for the guests, specialty performances by the Arthur Murray Dancers, and dancing instructions for home viewers.

NBC-New York, 9/19/58

NBC TRADE NEWS
A SERVICE OF RCA

September 19, 1958

MAJOR CHANGE IN FORMAT OF 'TODAY' INCLUDES EXPANDED NEWS COVERAGE, 'COLUMNS' BY DEPARTMENT EDITORS AND A SHOWCASE FOR HOPEFUL TALENT

Several notable innovations will be made in Dave Garroway's NBC-TV Network "Today" program beginning Monday, Oct. 6.

In a major format change designed to make new and better use of talent and facilities, the early morning television journal will greatly expand its news coverage, will introduce regular daily "columns" by each of its department editors, and will provide a talent showcase for giving young, hopeful professionals -- not yet established -- a boost.

Robert F. Lewine, Vice President, NBC Television Network Programs, said: "Our faith in 'Today's' concept of early morning live television programming has never been more firmly placed than it is now. Above and beyond this, the increase in viewing audience and the enthusiastic support from both regular and new sponsors has been encouraging. We have also kept an eye on the 'Today' mailbox and, in making these format changes, have tried to incorporate the viewer suggestions and requests for adding new and enlarging other program features."

Presided over by dawn's genial wizard Dave Garroway, "Today" with its news editor Frank Blair, sports editor Jack Lescoulie, women's editor Betsy Palmer and new features editor Charles Van Doren will be working in a two-hour framework consisting of four separate and variously programmed half-hour segments.

(more)

Dave Garroway explained: "The first and third half-hours of 'Today,' (7-7:30 and 8-8:30) will be reserved for programming the hard-hitting, fast-moving news and features. The second and fourth half-hours (7:30-8 and 8:30-9) will consist of thorough, in-depth reporting and analysis of the news, human interest and 'between the headlines' reports, as well as several entirely new editorial columns.

Garroway said that "Today's" revamped news handling by news chief Frank Blair would mean longer and more comprehensive coverage than has ever been seen on the NBC-TV Network -- and probably on any network -- in the morning hours. Specifically, he said there would be a carefully coordinated national and world news capsule report on the hour with immediate switches to local stations for area and home-town headlines and weather reports.

News at the half-hour would take the form of a large "package" report and analysis of overnight developments. Every effort will be made, Garroway said, to stay with news stories to the second, interpreting and clarifying, making use of every facility of NBC News' national and world-wide coverage.

Also in "Today's" new look will be a full-length sports page with Jack Lescoulie reporting "inside stories" and a daily round-up of sports everywhere. In addition to his studio interviews and his "fearless forecasts," Lescoulie will be covering more sporting events in person.

Betsy Palmer will be hostess of a daily "woman's page" and among her features she plans a series of interviews with interesting women of America. Also included will be fashions, food, home decorating, and Miss Palmer's reports on the women's angle in the news about the arts, business, science, medicine and education.

(more)

As recently reported, Charles Van Doren joins "Today" as new features editor Oct. 6. His column will deal with an eclectic group of subjects including interviews with unusual people -- sometimes in out-of-the-way places. He plans several features on clarifying new developments in science, and also trends in our educational system.

The talent showcase will provide a stage for building the careers of professional entertainers "who haven't quite made it." This daily segment will also try to show the "off beat" side of big showbusiness names and give former stars a chance to "come back."

("Today" is telecast over the NBC-TV Network, Monday through Friday, 7-9 a.m., NYT.)

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NBC-New York, 9/19/58

NBC TRADE NEWS
A SERVICE OF RCA

September 19, 1958

'THE LORETTA YOUNG SHOW' STARTS SIXTH CONSECUTIVE YEAR ON THE NBC TELEVISION NETWORK SUNDAY, OCT. 5

Loretta Young will be seen opening the door and walking gracefully into her sixth consecutive year as star of "The Loretta Young Show" on the NBC-TV Network, Sunday, Oct. 5 (10 p.m., EDT).

Procter and Gamble Company of Cincinnati are the sponsors (through the Benton and Bowles, Inc., advertising agency of New York).

The half-hour program began on the NBC-TV Network Sept. 2, 1953, and since that time both program and star have received honors and awards (including three Emmys). Miss Young is hostess on all shows and dramatic star on most. Producer is John London.

In the season's premiere -- "The Near Unknown" -- Miss Young has two parts (Peggy Simms and Miss Connally). Peggy Simms finds herself trapped between the law and a gang of vengeful hoodlums. The law wants her as a missing witness at a criminal trial, the hoodlums pursue her because they fear her testimony. Peggy sees hope of escape in the face of a young stranger, Miss Connally. She works out an elaborate plan involving Miss Connally, but Peggy has not foreseen the reaction of her own conscience.

"The Near Unknown" features Mark Dana as Miss Connally's boyfriend. The episode was written and directed by Richard Morris.

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CREDITS FOR 'THE LORETTA YOUNG SHOW' ON THE NBC-TV NETWORK

TIME:	NBC-TV Network, Sundays, 10 p.m., EDT. (New series starts Oct. 5.)
STAR:	Loretta Young.
FORMAT:	Weekly half-hour dramatic series with Miss Young as hostess (on all shows) and dramatic star (on most).
PRODUCER:	John London.
DIRECTOR:	Richard Morris.
STORY EDITOR AND ASS'T TO PRODUCER	Ruth Roberts.
WRITERS:	Various.
DIRECTOR OF PHOTOGRAPHY:	Norbert Brodine, A. S. C.
ASSOCIATE PRODUCER:	Jack Murton.
FILM EDITOR:	Phil Cahn, A. C. E.
DESIGNER:	Miss Young's gowns by Werle.
THEME MUSIC:	"Nude Descending a Staircase" by Henri Rene.
MUSICAL DIRECTOR:	Herschel Burke Gilbert.
ART DIRECTOR:	Frank Sylos.
ORIGINATION:	Filmed by Toreto Films, Inc., Hollywood.
SPONSOR AND AGENCY:	Procter and Gamble Company through Benton and Bowles, Inc.
PREMIERED:	Sept. 2, 1953.
NBC PRESS REPRESENTATIVES:	Bill Fague (New York) Jane Westover (Hollywood)

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NBC-New York, 9/19/58

CONDITIONS FOR USE LISTED WITHIN PARTS OF THE ORG-IN PROGRAM

SUNDAY:	Pre-TV Network Programs, 7:30 p.m., EST. (Non service remarks cut. 7.)
MONDAY:	Monthly Theme.
	Short half-hour remarks/video with Mike Wallace at Dodge (in all shows) and Barbara Star (in part).
PRODUCER:	John Lawson.
DIRECTOR:	Edward Morris.
SHOW OPEN AND ADDIT'L PROGRAMS:	Mike Wallace.
ANNCR:	Various.
DIRECTOR OF PROMOTIONS:	Norman Lundin, N. Y. C.
ASSOCIATE PRODUCER:	Jack Gibson.
FILM EDITOR:	Phil Abbott, N. Y. C.
EDITORS:	Mike Zoubek & Anne Wynter.
TAPE EDIT:	"Tube Productions & Jimmy" by Mike Zoubek.
MUSIC DIRECTOR:	Bernard Lewis Williams.
ART DIRECTOR:	Frank Lyon.
TRANSITION:	Filmed by Donald Tolan, Inc., Hollywood.
SINGER AND ACTOR:	Jerry Lee Lewis Country Jamboree Performance Dan Daniel, Exec.
PERFORMER:	Bert Sy Lyle.
AND MUSIC ACCOMPANIMENT:	Bill Hayes (New York) Jane Dashow (Hollywood)

MEDIA NOTE, DYNAMIC

NBC TRADE NEWS
A SERVICE OF RCA

September 19, 1958

'THE FORD SHOW,' STARRING TENNESSEE ERNIE FORD,
RETURNS TO AIR FOR THIRD SEASON ON OCT. 2
- - -
Thursday Night Series to Be Colorcast Starting Oct. 23

Tennessee Ernie Ford will return to the air for his third season as star of "The Ford Show," Thursday, Oct. 2 (NBC-TV Network, 9:30 p.m., EDT). Guest on his opening show will be comedian George Gobel. Starting Oct. 23 the series will be colorcast.

Also returning to the air with the nation's number one pea-picker will be the singing and dancing group The Top Twenty. Harry Geller again will be musical director. Joining Ernie for the first time will be his new producer-director Bob Finkel, who was producer-director of "The Perry Como Show" the past two seasons.

This season's format will follow the same successful pattern that "The Ford Show" has used during the past two seasons. Ernie -- in his famous musical philosopher role -- will wind his friendly way through monologues, songs and skits involving his distinguished guests.

"The Ford Show" will be sponsored for the third successive season by the Ford Division of the Ford Motor Company, through the J. Walter Thompson agency.

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CREDITS FOR 'THE FORD SHOW' ON THE NBC-TV NETWORK

TIME:	Starts 1958-59 season Thursday, Oct. 2 (9:30 p.m., EDT) in black and white only. Starting Oct. 23, the series will be color-cast.
STAR:	Tennessee Ernie Ford.
ORIGINAL PREMIERE:	Oct. 4, 1956.
FORMAT:	Music and comedy, with weekly guests.
CAST:	The Top Twenty, a vocal-dance group of 12 men and eight girls.
PRODUCER-DIRECTOR:	Bob Finkel.
WRITERS:	Danny Arnold and Howard Leeds.
MUSIC DIRECTOR:	Harry Geller.
THEME SONG:	"Bless Your Peapickin' Hearts."
CHOREOGRAPHER:	Ward Ellis.
SET DESIGN:	Ed Stephenson.
WARDROBE:	Ret Turner.
SPONSOR:	Ford Division of the Ford Motor Company, through J. Walter Thompson Agency.
ORIGINATION:	NBC Color City, Burbank, Calif.
PRESS REPRESENTATIVES:	Don Jones (Hollywood), Leonard Meyers (New York).

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NBC-New York, 9/19/58

NBC COLOR TELEVISION NEWS

PRINCIPAL AND SUPPORTING PLAYERS NAMED FOR PREMIERE OF 'THE FURTHER ADVENTURES OF ELLERY QUEEN'

Vaughn Taylor, Andrew Duggan and David Opatashu will join star George Nader in principal roles in "The Glass Village," opening show in the new series "The Further Adventures of Ellery Queen," Friday, Sept. 27 (NBC-TV Network colorcast, 8 p.m., EDT). Taylor will play Judge Shinn, Duggan will play Ferris Adams and Opatashu will play John Kowalsyzk, a tramp suspected of murder. Other supporting roles will be taken by Ralph Dumke and Richard Hale.

"The Glass Village" will be directed by Walter Grauman. The teleplay was written by Nicholas E. Baehr. Albert McCleery is executive producer of the series.

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STEVERINO RENAMED QUEEN OF NATIONAL DOG WEEK

Steverino, the greyhound on "The Steve Allen Show" (NBC-TV Network colorcast, Sundays, 8-9 p.m., EDT), has been renamed Queen of National Dog Week, Sept. 21-27, by the sponsors of the National Dog Week Association.

Harry Miller, co-chairman of the association stated in presentation of the award, "We are delighted that Steverino will serve for a second term."

The group, an educational non-profit corporation, is dedicated to the education of dog owners for better care of animals, stricter dog control and spokesmen against cruelty, ignorance and unfair laws affecting dogs and other animals.

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NBC-New York, 9/19/58

'TODAY' TO COVER 'SHOVEL-OFF' CONTEST IN WHICH CONTENDERS WILL SCOOP SILVER DOLLARS AGAINST A STOPWATCH

How many silver dollars will Mrs. Helen Bird be able to shovel in five minutes?

This question will be answered, in a race-for-time demonstration, on Dave Garroway's NBC-TV Network "Today" program in the second annual Canada Dry "shovel-off" contest Thursday, Sept. 25.

In a live remote from the New York Athletic Club, four contest winners (three civilians and a serviceman) will appear to try their luck at shoveling silver dollars from a pile of 250,000 coins against a time limit to determine the amount of their prize money.

Mrs. Helen Bird, Quincy, Mass., first prize winner, will shovel for five minutes; Gordon Collett of Kirksville, Mo., will shovel for two minutes; and Miss Marie Allen of Pittsburgh, Pa., will be eligible to try for one minute. Winner of Canada Dry's separate armed forces contest, Airman 1st Class John Martin, USAF, stationed in England, will also be in New York on Thursday to shovel for one minute.

Though contest officials have figured that a guaranteed minimum prize is $3,000 a shoveling minute, last year they were amazed when first place winner shoveled $37,500 -- or more than twice that anticipated amount. The fact of the matter is, 19-year-old Tom Watson of Battle Creek, Mich., went into training with steel washers before the contest.

"Today" is telecast over the NBC-TV Network, Monday through Friday, 7-10 a.m., EDT, except WRCA-TV; on WRCA-TV, 7-9 a.m., EDT.

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NBC-New York, 9/19/58

NBC FEATURE

U. S. AIRPOWER IS SPOTLIGHTED IN FACTUAL DRAMAS PRESENTED FOR FIRST TIME ON TV IN 'STEVE CANYON' EPISODES

Fiction-based-on-fact stories spotlighting the United States' present-day airpower are being presented on television for the first time in the early episodes of NBC-TV Network's new Air Force adventure series, "Steve Canyon" (Saturdays, 9 p.m., EDT).

The program, based on Milton Caniff's popular comic strip, also features declassified film footage of U. S. Air Force scientific achievements in many episodes. This is being done through cooperation of the Air Force and the nation's aircraft industry.

The "Steve Canyon" series started Sept. 13 with a story based on a sequence from the Caniff strip -- an experiment to turn Boeing KB-50 tanker planes into flying aircraft carriers, towing Convair F-102 jet interceptors on peripheral defense.

Other episodes concern North American's "zero-length" launching of a rocket-boosted F-100 Super Sabre from a mobile platform (a feat actually performed by test pilot Al Blackburn), the tense build-up to the first test-launching of a Convair Atlas Missile, the supersonic precision flying of an Air Force demonstration team (performed by the famed Thunderbirds), experiments at twice the speed of sound to delve into the outer-space problem of weightlessness, survival exercises, the debunking of flying saucer reports, and other subjects intermeshed with current problems and goals of the Air Force and its suppliers.

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Many of these adventures were filmed at Air Force bases, including Cape Canaveral in Florida, Edwards AFB and George AFB in California and Nellis AFB in Nevada. The TV series is being produced at Universal-International Studios on the West Coast by David Haft, a wartime B-17 pilot, and Michael Meshekoff, formerly of the "Dragnet" TV show's production staff.

Authenticity is the "Steve Canyon" program's keynote. The Air Force has assigned a full-time technical adviser, Lt. Col. Frank Ball, a World War II Eighth Air Force pilot now with the Air Defense Command.

Dean Fredericks stars in the title role as Caniff's dedicated Air Force command pilot. He is 34 years old, six-feet-three and 190 pounds, and was selected over 150 aspirants because, according to Haft, "he looks more like an Air Force man than an actor."

As the series filming progresses, Universal City, which encompasses the sprawling studio in the San Fernando Valley, is taking on the flavor of an air base. F-100s, F-102s, KB-50s and, most recently, an Atlas Missile, have been added to what the stage crews refer to as the "Universal Air Force." The actors perform in real cockpits and flight cabins. Most of the action of one upcoming episode was filmed inside a C-130 at nearby Lockheed Air Terminal.

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NBC-New York, 9/19/58

DAYTIME SERIES

CAST AND CREDITS FOR 'TODAY IS OURS' ON NBC-TV NETWORK

PROGRAM TITLE: "Today Is Ours"

TIME: NBC-TV Network, 3 to 3:30 p.m., NYT, Mondays through Fridays.

PREMIERE DATE: June 30, 1958.

ORIGINATION: Live from NBC Studios, New York.

CAST:

Laura Manning.....played by Patricia Benoit
Karl Manning.....Patrick O'Neal
Nick Manning.....Peter Lazer
Leslie Manning.....Joyce Lear
Glenn Turner.....Ernest Graves
Peter Hall.....Tom Carlin
Betty Winters.....Nancy Sheridan
Ellen Wilson.....Chase Crosley
Mrs. Wilson.....Joanna Roos
Chester Crowley Sr.....Martin Blane
Chester Crowley Jr.....Martin Huston
Mary Crowley.....Eugenia Rawls
Adam Holt.....John McGovern
Ted Brown.....Nelson Olmsted
Lester Williams.....Barry Thomson

PRODUCER: Robert M. Rehbock.

DIRECTOR: Walter Gorman and Jim Young.

WRITER: Julian Funt.

SETS: Peter Dohanos.

ASSISTANT DIRECTOR: Eleanor Tarshis.

(more)

[illegible]

[illegible]

[illegible]

2 - Cast and Credits for 'Today Is Ours'

UNIT MANAGER: Maurice Penn.

PROGRAM FORMAT: Laura Manning, assistant principal of Bolton High School; her ex-husband, her son, friends and fellow teachers.

SPONSORS AND AGENCIES: The Procter and Gamble Company (Benton and Bowles, Inc.), The Alberto-Culver Company (Geoffrey Wade Advertising), H. J. Heinz Company (Maxon, Inc.), Sterling Drug Co. (Dancer-Fitzgerald-Sample, Inc.), Whirlpool Corporation (Kenyon and Eckhardt, Inc.).

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NBC-New York, 9/19/58

UNIT MANAGER: Maurice Cohn.

PRODUCT SUPERVISOR: Louis Mahoney, assistant principal of Bolton High School, who co-ordinated the cast, friends and fellow teachers.

Equipment and administration furnished by Dennis Company (Bowles and Smith, Inc.), The Allegro-Olive Company (Geoffrey Hale Edwards-Ind), H. J. Heinz Company (Brown, Inc.), Heating Eng co. (Bacon-Kilkenneld-Smith, Inc.), Hudgens Corporation (Keegan and Leonard, Inc.).

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Doc-Mas Work. 4/19/52

MONITOR
THE NBC WEEK-END RADIO SERVICE

GUIDED MISSILE MEN WILL BE GUIDED BY 'MISS MONITOR'
WHEN IT COMES TO TIME ANNOUNCEMENTS ON AN ISLAND

"Miss Monitor" (Tedi Thurman), who tells the temperatures on weekends for NBC Radio Network's "Monitor," will soon be heard each morning on a remote island in the West Indies.

Her voice was requested by a spokesman for a group of technicians at the Air Force Guided Missile Range on San Salvador Island in the Bahamas, who wrote: "San Salvador, of course, was the site of Columbus' first landing in the New World, but nothing whatever (except for an occasional hurricane) has happened here since. We therefore turn to you in an effort to relieve the monotony of life in our tropical paradise."

He added that a time announcement is made each morning on the base's public address system, and that "although our personnel are noted for their euphonious voices, we feel that an amplified male voice leaves much to be desired."

A tape recording of Miss Thurman's voice has been dispatched to the island as her personal contribution to the nation's guided missile program.

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NBC-New York, 9/19/58

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

September 22, 1958

Attention, Sports Editors

FOUR SPORTSCASTERS CHOSEN FOR WORLD SERIES COVERAGE
ON NBC-TV AND RADIO NETWORKS

Mel Allen and Curt Gowdy on television, and Earl Gillespie and Bob Wolff on radio, will be the sportscasters for NBC's television and radio coverage of the 1958 World Series between the Milwaukee Braves and New York Yankees, starting Wednesday, Oct. 1 (2:45 p.m., EDT), it was announced today by Baseball Commissioner Ford C. Frick.

Broadcasters for the two pennant winners are on the World Series announcing team. Allen has been a radio and TV commentator for the Yankees since 1939, and Gillespie broadcasts Milwaukee games. Gowdy is the Boston Red Sox sportscaster, and Wolff is a Washington Senators' announcer.

Milwaukee clinched the National League pennant yesterday (Sept. 21) to become the Yankees' World Series opponent for the second straight year. The Braves will be the home team for the first two games on Oct. 1 and 2, and for games six and seven, if they are needed to decide the best-four-of-seven competition, on Oct. 8 and 9. TV and radio coverage of all games in Milwaukee will begin at 2:45 p.m., EDT, 15 minutes before game time.

New York's Yankee Stadium will be the scene of games three, four -- and, if necessary, five -- on Oct. 4, 5 and 6. Air time for

(more)

TV and radio will be 12:45 p.m., EDT, on Oct. 4 and 6, and 1:45 p.m., EDT, on Sunday, Oct. 5. All of the games at Yankee Stadium will be colorcast.

The Series schedule allows for open days for travel on Oct. 3 and 7.

The World Series telecasts will be produced by Perry Smith and directed by Harry Coyle. Paul Jonas will direct the radio broadcasts. NBC's TV and radio coverage are features of the "Gillette Cavalcade of Sports" series.

* * *

'WHEATIES SPORTS PAGE' TO PRESENT PRE-GAME PROGRAMS

A 15-minute program of World Series comment by sportscaster Buddy Blattner and baseball managers Bill Rigney of the San Francisco Giants and Paul Richards of the Baltimore Orioles will be featured on "The Wheaties Sports Page" on the NBC-TV Network preceding every game of the 1958 World Series, starting Wednesday, Oct. 1 (2:30 p.m., EDT).

Sponsor of the program is General Mills, Inc., through Knox Reeves Advertising, Inc. "The Wheaties Sports Page" also precedes other top sports events covered by NBC-TV.

The pre-Series shows will originate live from the city in which that day's game is being played. Starting times will be 2:30 p.m., EDT for all games in Milwaukee, 12:30 p.m., EDT for the Oct. 4 and (if necessary) Oct. 6 games in New York, and 1:30 p.m., EDT for the Sunday, Oct. 5 game in New York.

Joe Colligan will produce the program for Sports Programs, Inc.

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NBC-New York, 9/22/58

Attention, Sports Editors

MANAGERS AND STARS OF YANKEES AND BRAVES
TO JOIN IN 'WORLD SERIES SPECIAL'

"World Series Special," an all-star program on the eve of the 1958 baseball classic, will be presented by the NBC-TV Network Tuesday, Sept. 30 from 10:30 to 11 p.m., EDT.

The program will be sponsored by the National Carbon Division of Union Carbide Company, for its Prestone Anti-Freeze and Eveready products. William Esty Company, Inc., is the agency for National Carbon.

The NBC-TV and NBC Radio Networks will cover the World Series, which starts Wednesday, Oct. 1.

New York Yankees broadcaster Mel Allen will emcee "World Series Special," which will originate from three locations in Milwaukee, scene of the Series opener. Participants on the show will include manager Casey Stengel, Mickey Mantle, Yogi Berra, Whitey Ford and Bob Turley of the American League champion Yankees; manager Fred Haney, Warren Spahn, Hank Aaron and Lew Burdette of the National League champion Milwaukee Braves; sportscasters Leo Durocher (a former World Series manager), Red Barber, Joe Garagiola, Chris Schenkel and Howard Cosell.

Charles G. Mortimer is executive producer of "World Series Sepcial," Martin Stone producer and Harvey Fishman and Leon Newman associate producers.

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NBC-New York, 9/22/58

Attention, Sports Editors

MANAGERS AND STARS OF YANKEES AND REDS
TO JOIN IN "WORLD SERIES SPECIAL"

"World Series Special," an all-star program on the eve of the 1960 baseball classic, will be presented by the NBC-TV Network Saturday, Sept. 30 from 10:30 to 11 p.m., EST.

The program will be sponsored by the National Carbon Division of Union Carbide Corporation, for its Prestone Anti-Freeze and Eveready products. William Esty Company, Inc., is the agency for National Carbon.

The NBC-TV and NBC Radio networks will cover the World Series, which starts Wednesday, Oct. 5.

New York Yankees broadcaster Mel Allen will emcee "World Series Special," which will originate from Series locations in Milwaukee, home of the Series opener. Participants on the show will include manager Casey Stengel, Mickey Mantle, Yogi Berra, Whitey Ford and Ralph Houk of the American League champion Yankees, manager Fred Hutchinson, Warren Spahn, Hank Aaron and Lew Burdette of the National League champion Milwaukee Braves; sportscasters Leo Durocher (a former World Series manager), Red Barber, Joe Garagiola, Curt Gowdy and Bowie Kuhn commissioner.

Charles G. Mortimer is executive producer of "World Series Special," Martin Ackerman producer and Harvey Schwartz and Jack Herman associate producers.

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NBC-New York, 9/29/60

NBC TELEVISION NEWS

'ALCOA THEATRE,' WITH NEW FORMAT, TO OPEN 1958-59 SEASON WITH JOHN KERR STARRING IN A 'STRANGE OCCURRENCE'

John Kerr will star in "Strange Occurrence at Rokesay," the "Alcoa Theatre" premiere for the 1958-59 season, Monday, Oct. 6 (NBC-TV Network, 9:30 p.m., EDT).

"Alcoa Theatre" again will alternate with "Goodyear Theater" in the 9:30-10 p.m. EDT time spot Monday nights. "Goodyear Theater" starts its new season Sept. 29. Sponsor for "Alcoa Theatre" is the Aluminum Co. of America, through Fuller and Smith and Ross, Inc. "Goodyear Theater" is sponsored by The Goodyear Tire and Rubber Co., through Young & Rubicam, Inc.

With the premiere show, "Alcoa Theatre" institutes a new policy for the coming season. Like "Goodyear Theater," it will present different top stars in each production. Previously, five stars appeared on a rotating basis.

In "Strange Occurrence at Rokesay," written by M. B. Kingsland, John Kerr plays young RAF Flight Lt. Upton on duty at a fog-bound base in England who hears -- when no one else does -- a plane roar low over the field. A message is then found on the field giving the location at sea of a missing plane. Feeling that he has received "supernatural" information, Upton risks his career by sending help to the spot against his superior's orders. Tom Helmore is cast as the Commanding Officer, Patrick Macnee as Sgt. Shaw and Richard Peel as Tiny.

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NBC-New York, 9/22/58

September 22, 1958

'TODAY' WILL MARK A NETWORK TV 'FIRST' WITH A TWO-HOUR LIVE PROGRAM ORIGINATING IN A STATE HOSPITAL, STARTING SERIES ON MENTAL HEALTH PROBLEMS

For the first time on network television, an entire two-hour program will originate live within a mental institution on the "Today" program, Wednesday, Oct. 8 (NBC-TV Network, 7 to 9 a.m., EDT).

The telecast from Central Islip State Hospital, Central Islip, N. Y., will inaugurate an extended series of reports by Dave Garroway on mental health problems in the U. S. today. The second program, Wednesday, Oct. 29, will be concerned with the legal aspects of mental illness; on Wednesday, Nov. 19, a program on retarded children will be telecast, and on Wednesday, Dec. 10, a program dealing with the brain. Subsequent programs will be telecast every three weeks on Wednesdays. (Future subjects and dates will be announced.)

At Central Islip State Hospital, "Today" will feature:

A talk with a research psychiatrist about his experiments with drugs and serums which simulate insanity.

Talks with psychiatrists and other specialists about mentally ill children (ranging at the hospital from two-year-olds to 'teens).

Interviews with adult patients, many of whom -- as a result of newly discovered drugs -- speak freely about their condition and treatment.

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September 22, 1976

'TODAY' WILL MARK A NETWORK TV 'FIRST' WITH A TWO-HOUR
LIVE PROGRAM ORIGINATING IN A STATE HOSPITAL,
STARTING SHORTLY AFTER 10 EASTERN DAYLIGHT TIME.

For the first time on network television, an entire two-hour program will originate live within a mental institution on the "Today" program, Monday, Oct. 4 (NBC-TV Network, 7 to 9 a.m., EDT).

The telecast from Central State Hospital, Anna, Illinois, R. N. Y., will introduce the personal stories of patients by other patients or mental health professionals on the staff. The second program, Wednesday, Oct. 20, will be concerned with the legal aspects of mental illness; on Wednesday, Nov. 10, a program on patients' civil rights will be aired, and on Wednesday, Nov. 17, a program dealing with the media. Subsequent programs will be telecast every three weeks on Wednesday. (Future subjects and dates will be announced.)

As Charles Kelly Jones Morning, "Today" will feature:

A talk with a Vietnam amputee about his experiences with drugs and alcohol which exhibited instability.

Claim made regarding the other questions about mental morality in children (ranging in the hospital from two-year-olds to 'teens).

Interviews with mental patients, most of whom -- as a result of newly discovered drugs -- would formerly about their condition and treatment.

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A report on the history of the treatment of mental illness.

A filmed survey of the entire Central Islip operation.

A report on the family care plan, with patients living in "volunteer homes" in Central Islip and visiting the hospital daily.

Garroway said, "This project constitutes a further and more intensive report on mental health than we have ever done before on 'Today.' Not enough people are aware, it seems, that one out of 10 persons in this country suffers from some form of mental illness requiring treatment -- that's 17,000,000 individuals. And there are, alone, 750,000 hospitalized mental patients throughout the country. Each year 300,000 people are admitted to institutions.

"We picked a large mental institution -- it's the second largest hospital in the world -- for the kickoff program because almost every facet of mental hygiene will be seen, and it gives us a good point of departure for our specialization in the mental hygiene field in the programs to come."

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NBC-New York, 9/22/58

September 22, 1958

ARMY SECRETARY BRUCKER WILL 'MEET THE PRESS'

Secretary of the Army Wilbur M. Brucker will be the guest on "Meet the Press" Sunday, Sept. 28 (NBC-TV Network, 6-6:30 p.m., EDT; NBC Radio Network as part of "Monitor," 6:30-7 p.m., EDT).

Brucker has just returned from an inspection tour of U. S. armed forces in the Far East. His visit included Formosa and the SEATO nations.

He will be interviewed by Marquis Childs of the St. Louis Post Dispatch, May Craig of the Portland (Me.) Press-Herald, Lawrence Spivak, producer and permanent panelist of "Meet the Press," and a fourth panelist to be selected. Ned Brooks will be moderator of the program, which will originate in Washington.

"Meet the Press" is a Public Affairs presentation of NBC News.

'CONFLICT'--MENTAL HEALTH DRAMA BY REGINALD ROSE AND DIRECTED BY SIDNEY LUMET--SCHEDULED ON 'TURNING POINT'; HARRY TOWNES STARRED

Harry Townes will star in the role of a seemingly normal man afflicted with acute schizophrenia in "Conflict" the Saturday, Sept. 27 "Turning Point" drama (NBC-TV Network, 9:30 p.m., EDT). Produced by Barry and Enright and in cooperation with the National Association for Mental Health, "Conflict" was written by Emmy Award winner Reginald Rose and directed by Sidney Lumet, as a pilot film for a proposed series. The narration is by Alexander Scourby.

"Conflict" tells the story of a man who undergoes a minor crisis in his life, which proves the final push to propel him into mental illness, a condition which had been hitherto unrecognized. This man's struggle to find his way out of the terrifying world in which he finds himself, forms the framework within which psychiatrists, the man's wife and society must operate. A chance encounter with a frightened child finally proves the key to the tragic situation. Then the patient is ready for the help offered him.

NBC-New York, 9/22/58

CAROL LAWRENCE WILL PORTRAY SHIPWRECKED GIRL

IN 'SWISS FAMILY ROBINSON'

Broadway star Carol Lawrence has joined the cast for "Swiss Family Robinson" on the NBC-TV Network, Sunday, Oct. 12, 6:30-7:30 p.m., EDT. Carol, now starring in "West Side Story," will portray Emily Montrose, a girl shipwrecked on the island years before the Robinsons are marooned there.

The young star first appeared on Broadway in "New Faces of 1952" and since has had roles in "Me and Juliet," "Plain and Fancy," "Shangri-La," and "Ziegfeld Follies." She was Liat in the New York City Center production of "South Pacific."

Walter Pidgeon and Laraine Day, as previously announced will star as the parents in the hour-long TV dramatization of Johann Wyss' classic novel.

NBC-New York, 9/22/58

DAYTIME SERIES

CREDITS FOR 'FROM THESE ROOTS' ON NBC-TV NETWORK

TIME: NBC-TV Network, Mondays through Fridays, 3:30 p.m., NYT.

PREMIERE DATE: Monday, June 30, 1958.

ORIGINATION: Live from NBC Studios, New York.

CAST:

Liz Fraser.....played by Ann Flood
Ben Fraser.....Rod Hendrickson
Emily Benson.....Helen Shields
Lydia Benson.....Sarah Hardy
Jim Benson.....Henderson Forsythe
Ben Fraser Jr.....Frank Marth
Rose Fraser.....Julia Bavasso
Mildred Barnes.....Sarah Burton
Fred Barnes.....Tom Shirley
Bruce Crawford.....David Sanders
Enid Allen.....Mary Alice Moore
Dr. Buck Weaver.....Len Wayland
Maggie.....Billie Lou Watt
Dr. McAndrew.....Charles Egelston
Peggy Tomkins.....Mae Munroe
Dan.....Dana White
Robin.....Gary Morgan
Kass.....Vera Allen
Tim.....John Stewart
Judge Tompkins.....Edwin Cooper

PRODUCER: Don Wallace.

DIRECTORS: Joseph Behar and Paul Lammers.

ASSISTANT DIRECTOR: Paul Freeman.

WRITERS: John Pickard and Frank Provo.

SETS: Carden Bailey.

UNIT MANAGER: Milton Myers.

PROGRAM DESCRIPTION: A serial drama of the Fraser family, their friends and associates in the small town of Strathfield.

SPONSORS AND AGENCIES: The Procter and Gamble Company (Benton and Bowles, Inc.), Frigidaire Division, General Motors Corp. (Dancer-Fitzgerald-Sample, Inc.).

NBC PRESS REPRESENTATIVE: Leonard Meyers, New York.

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NBC-New York, 9/22/58

NBC COLOR TELEVISION NEWS

RICARDO MONTALBAN, FARLEY GRANGER, FRANCHOT TONE, SUSAN STRASBERG TO DANCE ON 'ARTHUR MURRAY SHOW' COLORCAST PREMIERE

- - -

Singer Teresa Brewer and Dancers Martel and Mignon to Perform

Ricardo Montalban, Farley Granger, Franchot Tone and Susan Strasberg will be the guest dance contestants on the premiere 1958-59 colorcast of "The Arthur Murray Party" Monday, Sept. 29 (NBC-TV Network, 10-10:30 p.m., EDT). Singer Teresa Brewer and dancers Martel and Mignon will entertain on the kick-off show.

Kathryn Murray, wife of Arthur Murray, will once again be hostess of the musical variety show. Mrs. Murray's role will include conducting special dance contests for guests and taking part in specialty numbers. Mr. Murray will produce and perform on the program.

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N. Y. AREA POLL LISTS 'STEVE ALLEN SHOW' AS TEEN-AGE WEEKEND FAVORITE

"The Steve Allen Show" (NBC-TV Network, Sundays, 8 to 9 p.m., EDT, in color and black and white) is the most popular weekend television program of high school and college students and of housewives in the metropolitan New York area, according to a recent survey conducted by Teen-Age Survey, Inc. Allen swept all categories in the poll, which placed Perry Como in second place for "weekend favorite." The report is based on over 21,000 replies to questionnaires distributed to students and housewives in New York City; Long Island; Westchester and Putnam Counties, New York; and five counties in New Jersey and Connecticut.

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NBC-New York, 9/22/58

NBC TELEVISION NEWS

September 23, 1958

PRE-ELECTION REPORTS COVERING ENTIRE NATION TO BE PRESENTED DAILY BY NBC NEWS ON 'TODAY' PROGRAM

NBC News will present a series of 28 daily pre-election reports covering the entire nation as part of the 8:30 a.m. (NYT) newscast on "Today" starting Friday, Sept. 26.

"It will be our intent," says NBC News producer Chet Hagan, "to give viewers a frank appraisal of the pre-election situation in every state. A total recap, which will wind up the series on Election Day, Tuesday, Nov. 4, will be a prediction-type piece, designed to outline what our reporters think will be the lineup of the new Congress."

Newsmen from NBC affiliated stations across the country and staff members of NBC News will contribute film and audio reports which Frank Blair will coordinate on the air.

The schedule:

Friday, Sept. 26 -- Introduction, stressing the Maine results and the forecast for Alaska, which has its election Nov. 25.

Monday, Sept. 29 -- New Hampshire, Vermont and Rhode Island.

Tuesday, Sept. 30 -- Massachusetts (with special film).

Wednesday, Oct. 1 -- Connecticut.

Thursday, Oct. 2 -- New York (with special film).

Friday, Oct. 3 -- New Jersey (with special film).

(more)

Monday, Oct. 6 -- Pennsylvania (with special film).

Tuesday, Oct. 7 -- Maryland and Delaware (with special film).

Wednesday, Oct. 8 -- Southern tier (North Carolina, South Carolina, Georgia, Alabama, Mississippi and Louisiana).

Thursday, Oct. 9 -- Texas and Florida.

Friday, Oct. 10 -- Virginia and West Virginia.

Monday, Oct. 13 -- Kentucky and Tennessee.

Tuesday, Oct. 14 -- Ohio (with special film).

Wednesday, Oct. 15 -- Michigan (with special film).

Thursday, Oct. 16 -- Missouri and Arkansas.

Friday, Oct. 17 -- Indiana and Illinois.

Monday, Oct. 20 -- Wisconsin (with special film).

Tuesday, Oct. 21 -- Minnesota and Iowa.

Wednesday, Oct. 22 -- Nebraska, Kansas and Oklahoma.

Thursday, Oct. 23 -- North Dakota and South Dakota.

Friday, Oct. 24 -- Idaho and Montana.

Monday, Oct. 27 -- New Mexico, Colorado and Wyoming.

Tuesday, Oct. 28 -- Arizona and Utah.

Wednesday, Oct. 29 -- Washington, Oregon and Nevada.

Thursday, Oct. 30 -- California (with special film).

Friday, Oct. 31 -- Senate recap (with special film).

Monday, Nov. 3 -- House recap (with special film).

Tuesday, Nov. 4 -- Total recap (with special film).

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NBC-New York, 9/23/58

NBC TELEVISION NEWS

September 23, 1958

TENTATIVE SCHEDULE OF NBC-TV NETWORK'S "SPECIALS" FOR 1958-59 SEASON

Following is a tentative list of the NBC-TV Network's "Specials" for the 1958-1959 season. (All times are EDT through Oct. 25, and EST thereafter. NOTE: C denotes colorcast).

DATE	TIME	PROGRAM	SPONSOR
Tuesday, Sept. 30	10:30-11:00 PM	"World Series Special"	National Carbon Co. Division of Union Carbide Co.
Sunday, Oct. 5	8:00-9:00 PM	"Shirley Temple's Storybook" -- "Hiawatha"	National Dairy Products Corp.; Hills Bros. Coffee, Inc., and John H. Breck, Inc.
Sunday, Oct. 12	6:30-7:30 PM	"Swiss Family Robinson"	Rexall Drug Co.
Monday, Oct. 13	9:30-11:00 PM	"Hallmark Hall of Fame" -- "Johnny Belinda" (C)	Hallmark Cards, Inc.
Tuesday, Oct. 14	9:00-10:00 PM	"The Bob Hope Show"	Buick Motor Division, General Motors Corp.
Friday, Oct. 17	9:00-10:00 PM	"The Fred Astaire Show"(C)	Chrysler Corp.
Saturday, Oct. 18	9:00-10:00 PM	Jerry Lewis(C)	Timex

(more)

DATE	TIME	PROGRAM	SPONSOR
Thursday, Oct. 23	8:00-9:00 PM	"Gateways to the Mind" (C)	American Telephone & Telegraph Co.
Monday, Oct. 27	8:00-9:00 PM	"Shirley Temple's Storybook" -- "Rapunzel"	National Dairy Products Corp.; Hills Bros. Coffee, Inc., and John H. Breck, Inc.
Tuesday, Nov. 4	9:00 PM to concl.	Election Returns	Sustaining
Wednesday, Nov. 12	7:30-8:30 PM	"Shirley Temple's Storybook" -- "Ali Baba"	National Dairy Products Corp.; Hills Bros. Coffee, Inc., and John H. Breck, Inc.
Thursday, Nov. 20	9:00-10:30 PM	"Hallmark Hall of Fame" -- "Kiss Me, Kate" (C)	Hallmark Cards Inc.
Friday, Nov. 21	8:00-9:00 PM	"The Bob Hope Show"	Buick Motor Division, General Motors Corp.
Saturday, Nov. 22	9:00-10:00 PM	Dean Martin (C)	Timex
Sunday, Nov. 23	6:00-7:00 PM	"The Strange Case of the Cosmic Rays" (C)	American Telephone & Telegraph Co.
Tuesday, Nov. 25	8:00-9:00 PM	"Shirley Temple's Storybook" -- "Emperor's New Clothes"	National Dairy Products Corp., Hills Bros. Coffee, Inc., and John H. Breck, Inc.
Wednesday, Dec. 10	9:00-10:00 PM	Jerry Lewis (C)	Timex
Sunday, Dec. 14	7:00-8:00 PM	"Hallmark Hall of Fame" -- "Christmas Tree" (C)	Hallmark Cards Inc.
Sunday, Dec. 21	8:00-9:00 PM	"Shirley Temple's Storybook" "Mother Goose" (C)	National Dairy Products Corp., Hills Bros. Coffee, Inc., and John H. Breck, Inc.
Monday, Dec. 29	(Time TBA)	Musical (C)	American Telephone and Telegraph Co.

(more)

DATE	TIME	PROGRAM	STATION
Tuesday, Jan. 23	8:00-8:30 PM	"Wagons, Ho" (*)	Northern Television of Toronto
Monday, Dec. 27	6:00-6:30 PM	"Cartoon Carnival" — "Mighty Mouse" "Cartoons"	Northern Lights Broadcasting Company Ltd. Toronto, Ont. Mighty Mouse, Inc. Hollywood, Calif.
Saturday, Nov. 9	3:00 PM to dawn	Saturday Movie	Saturday
Sunday, Nov. 24	4:30-5:30 PM	"Wait for Christmas" — "Will Santa Come?"	Associated Optics Industries Toronto, Ont. Wright Agency, Inc. Chicago, Ill. Sam Jones Productions Toronto, Ont.
Wednesday, Nov. 20	9:00-10:30 PM	"Wednesday Night Fight of Fame" — "Wide Ring" Show (*)	Anonymous Drink Co.
Friday, Dec. 21	8:00-9:00 PM	"The Tom Hicks Show"	Joseph Oliver Distributors Toronto Trading Corp.
Saturday, Nov. 27	8:00-10:00 PM	Open Movie (*)	Toronto
Thursday, Dec. 22	8:00-9:00 PM	"Ice Capades of 1964" — "Ice Capades Jamboree" (*)	Ice Capades Inc. Hollywood, Calif.
Tuesday, Nov. 25	8:00-9:30 PM	"Sunday Showcase" — "Sunday's on Ice" "Sunday's on Ice" Clothing	Anonymous Sporting Goods Company Toronto Sports Center Toronto, Ont. Ted Jones Co. Toronto, Ont.
Wednesday, Nov. 18	9:00-10:30 PM	Sunny Isles (*) Shows	
Sunday, Dec. 15	7:00-8:00 PM	"Wildness Will Go Wild" — "Wildness Show" (*)	Anonymous (Name withheld)
Sunday, Dec. 11	6:00-6:30 PM	"Sunday Showcase" — "Sunday Showcase" (*)	National Dairy Products Corp. Chicago, Ill. Ogilvy, Benson and Mather, Inc.
Monday, Dec. 26	(Time TBA)	Movies (*)	Northern Television Ltd Toronto, Ont.

3 - NBC-TV "Specials"

1959

DATE	TIME	PROGRAM	SPONSOR
(T) Tuesday, Jan. 6 (* See footnote)	9:00-10:00 PM	"The Bob Hope Show"	Buick Motor Division, General Motors Corp.
Monday, Jan. 12	8:30-9:30 PM	Music Show, Title TBA	American Telephone & Telegraph Co.
Sunday, Jan. 18	7:00-8:00 PM	"Ten Little Indians"	Rexall Drug Co.
Monday, Jan. 26	7:30-8:30 PM	"The Alphabet Conspiracy" (C)	American Telephone & Telegraph Co.
Thursday, Feb. 5	9:30-11:00 PM	"Hallmark Hall of Fame" -- Title TBA (C)	Hallmark Cards Inc.
Tuesday, Feb. 10	8:00-9:00 PM	Music Show, Title TBA (C)	American Telephone & Telegraph Co.
(T) Friday, Feb. 13	9:00-10:00 PM	"The Bob Hope Show"	Buick Motor Division, General Motors Corp.
(T) Tuesday, Mar. 3 or 17	8:00-9:00 PM	Perry Como Special (C)	Pontiac Motor Division, General Motors Corp.
Thursday, Mar. 5	8:00-9:00 PM	Music Show, Title TBA (C)	American Telephone & Telegraph Co.
(T) Tuesday, Mar. 10	10:00-11:00 PM	"The Bob Hope Show"	Buick Motor Division, General Motors Corp.
Sunday, Mar. 15	10:00-11:00 PM	"My Three Angels"	Rexall Drug Co.
Sunday, Mar. 22	6:00-7:00 PM	"The Unchained Goddess" (C)	American Telephone & Telegraph Co.
Monday, Mar. 23	9:30-11:00 PM	"Hallmark Hall of Fame" -- "Green Pastures" (C)	Hallmark Cards Inc.
(T) Tuesday, Mar. 24	8:00-9:00 PM	Rancom Special (C)	Pontiac Motor Division, General Motors Corp.

(more)

1962

DATE	TIME	DESCRIPTION	SPONSOR
(T) Tuesday, Jan. 6	3:30-4:00 PM	"The Ed Fitzgerald Show"	Dutch Boy Products, General Paint Corp.
(* See footnote)			
Monday, Jan. 22	6:30-7:30 PM	Twin-City Open Golf Tournament	Minneapolis Telephone & Telegraph Co.
Sunday, Jan. 28	7:00-8:00 PM	"Ten Nights in Japan"	Pacific Tuna Co.
Monday, Jan. 29	7:30-8:30 PM	"The Adventures of Ozzie & Harriet"	Anderson Bottling Co. & Telephone Co.
Thursday, Feb. 3	3:30-4:00 PM	"Railway Hall of Fame" -- Drill-Team (2)	Internal Revenue Service
Tuesday, Feb. 10	8:00-9:00 PM	Movie Night	Minneapolis Telephone & Telegraph Co.
(T) Friday, Feb. 13	9:00-10:00 PM	"Open Door" Boys Town	Order Sons of Hungary, Internal Revenue Service
(T) Tuesday, Mar. 3	7:00-7:30 PM	Twenty One Questions (Quiz)	Minneapolis Gas Company, Stanley Home Products
Thursday, Mar. 8	8:00-9:00 PM	Miss Wisconsin Title Tilt (2)	Minneapolis Telephone & Telegraph Co.
(T) Tuesday, Mar. 20	3:00-4:00 PM	"The Ernie Ford Show"	Dutch Boy, Inc. (Paint), Internal Revenue Service
Sunday, Mar. 16	10:00-11:00 PM	"The Tycoon" Movie	Dutch Boy, Inc.
Sunday, Mar. 22	8:00-9:00 PM	The Hollywood Connection (T.V. Movie)	Minneapolis Telephone & Telegraph Co.
Sunday, Mar. 23	7:30-10:00 PM	"Railway Hall of Fame" -- Drill-Team Performance (2)	Railway Trade Inc.
(T) Tuesday, Mar. 24	8:00-9:00 PM	Movie Night	Minneapolis Telephone & Telegraph Co., Northern Natural Gas Co.

(over)

4 - NBC-TV "Specials"

DATE	TIME	PROGRAM	SPONSOR
Sunday, Mar. 29	(Times TBA)	Mary Martin stars in two live musical colorcasts on Easter Sunday -- a matinee designed primarily for children, and an evening performance tailored for adults.	
(T) Monday, Apr. 6	10:30 PM-12:30 AM	"Oscars" Awards	Academy of Motion Picture Arts and Sciences
Thursday, Apr. 9	9:00-10:00 PM	Music Show, Title TBA	American Telephone & Telegraph Co.
(T) Friday, Apr. 17	8:00-9:00 PM	"The Bob Hope Show"	Buick Motor Division, General Motors Corp.
Tuesday, Apr. 28	9:30-11:00 PM	"Hallmark Hall of Fame" -- "Ah Wilderness" (C)	Hallmark Cards Inc.
Sunday, May 3	10:00-11:00 PM	"Our Hearts Were Young and Gay"	Rexall Drug Co.
(T) Friday, May 15	10:00-11:00 PM	"The Bob Hope Show"	Buick Motor Division, General Motors Corp.
(T) Sunday, Aug. 16	10:00-11:00 PM	TBA	Rexall Drug Co.

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(T) -- Tentative dates and times.

* A musical colorcast will be presented on a Tuesday in January, date to be announced, 10 to 11 p.m., EST -- and sponsored by Pontiac Motor Division, General Motors Corp.

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NBC-New York, 9/23/58

A - MONTHLY "DOWNTIME"

DATE	TIME	[illegible]	SHOWING
Tuesday, Jan. 7	(Close TBA)	Dear Mortal: Allow in the live animal collection or Zoetic Garden -- a sublime dialogue between the mightiest, and an amazing performance limited too little.	
(T) Monday, Apr. 6	10:30 PM-12:30 AM	"Odysseus" Andrews	Academy of Motion Picture Arts and Sciences
Thursday, Nov. 3	2:00-10:00 PM	Mule Body, Stella Sea	Addition Telecom & Telegraph Co.
(T) Friday, Nov. 17	8:00-10:00 PM	"One Man Band Show"	Harris Broad Industry, General Motors Corp.
Tuesday, Nov. 28	2:00-11:00 AM	"Ambiance" (MGM) of Those Wilderness" (T)	MGM-Lion Corp.
Sunday, May 1	(closed)10:00 PM	"Our Bronze Mine Lover, and Dog"	Sweet Long Co.
(T) Monday, May 15	10:00-11:00 PM	"The Bar Man Show"	Delta Motor Division, General Motors Corp.
(T) Sunday, Aug. 10	10:00-11:00 PM	TBA	Sweet Long Co.

(T) -- Tuesday Ladies and Gents.

A meeting scheduled will be presented on a Tuesday in January. Date to be announced. It is a [illegible] and sponsored by Zoetic Motor Division, General Motors Corp.

MGM-Lion Corp. 2/24/80

NBC RADIO NETWORK NEWS

September 23, 1958

'THE RED FOLEY SHOW' RETURNS TO NBC RADIO NETWORK
IN SATURDAY TIME-SPOT STARTING OCT. 4

The top headliners of country music will be featured in "The Red Foley Show" when the program returns to the NBC Radio Network Saturday, Oct. 4, after a Summer hiatus (12:30-12:45 p.m., EDT).

Starring Red Foley, "America's Favorite Country Gentleman," the show features Slim Wilson's band, "The Tall Timber Boys." Singers who will appear on a rotating basis include "The Marksmen" quartet, Leroy Van Dyke, Billy Walker, Suzi Arden, Norma Jean, Will Mercer, Bobby Lord, Chuck Bowers and Tommy Sosebee.

Other performers who will appear during the series include electric guitarist Speedy Haworth, steel guitarist Doc Martin, pianist Paul Mitchell, and country fiddler, Cecil Brown. Announcer is Joe Slattery.

Special guests on the first show of the season include cowboy comic Smiley Burnette and singer Suzi Arden. Foley will sing "Rock 'n' Reelin'"; a ballad, "With You Beside Me"; and an inspirational song, "Night Watch."

The show, which originates "live" from the Jewell Theatre in Springfield, Mo., is directed by Bill Ring for the producer, RadiOzark Enterprises, Inc. The sponsor is Hess and Clark, manufacturers of chemical products. Klau-Van Pieterson-Dunlap Inc. of Chicago placed the contract.

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NBC RADIO NETWORK NEWS

September 23, 1958

SECRETARY BENSON COMMENDS "NATIONAL FARM AND HOME HOUR" FOR 30 YEARS' SERVICE TO NATION'S FARMERS

Secretary of Agriculture Ezra Taft Benson has commended the NBC Radio Network's "The National Farm and Home Hour" for its 30 years of service to the nation's farmers. The program will mark its thirtieth anniversary during the first week of October.

In a letter to Milton E. Bliss, producer of the program, Mr. Benson stated:

"Through the years, 'The National Farm and Home Hour' has kept the channels of information flowing to farmers, ranchers and consumers. We depend heavily upon 'The National Farm and Home Hour' to provide useful information about agriculture and homes to the people who need it at a time when it is useful. As I travel about the country, I find evidence that this trust is justified.

"I congratulate the National Broadcasting Company and all those who make this program possible. I believe it to be one of your most valuable and useful features."

"The National Farm and Home Hour" is broadcast Saturdays at 12 noon, EDT.

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NBC COLOR TELEVISION NEWS

September 23, 1958

CREDITS FOR 'THE EDDIE FISHER SHOW' COLORCASTS ON THE NBC-TV NETWORK

TIME:	Colorcast Alternate Tuesdays, 8-9 p.m., EDT, beginning Sept. 30.
STAR:	Eddie Fisher.
CAST OF PREMIERE SHOW:	Special guest Jerry Lewis, Ernie Kovacs, Milton Caniff, Noelle Adam and the Four Saints.
PRODUCER:	George Englund.
DIRECTORS:	George Englund and Grey Lockwood.
ASSOCIATE PRODUCER:	Bernie Rich.
WRITERS:	Ken Englund and Bobby O'Brien.
MUSICAL DIRECTOR:	Buddy Bregman.
MUSICAL ADVISER:	Eddie Samuels.
CHOREOGRAPHER:	Alex Romero.
ASSOCIATE DIRECTOR:	Rick Oxford.
TECHNICAL DIRECTOR:	Joe Strauss.
LIGHTING DIRECTOR:	Al Scarlett.
ART DIRECTOR:	Larry Klein.
SPONSOR:	Liggett and Myers Tobacco Company for Chesterfield Cigarettes.

(more)

AGENCY:	McCann-Erickson, Inc.
PRODUCTION BY:	Ramrod Productions in association with the NBC-TV Network.
POINT OF ORIGINATION:	NBC-TV Studio 4, Burbank, Calif.
PRESS REPRESENTATIVES:	Kay Mulvihill (Hollywood); Betty Lanigan (New York).

(NOTE: "The Eddie Fisher Show" colorcasts are on an alternate-week basis with "The George Gobel Show" colorcasts in the 8-9 p.m., EDT, Tuesday time-spot.)

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NBC-New York, 9/23/58

NBC COLOR TELEVISION NEWS

CREDITS FOR 'THE FURTHER ADVENTURES OF ELLERY QUEEN'

TIME:	Fridays, starting Sept. 26 (NBC-TV Network colorcast, 8-9 p.m., EDT).
FORMAT:	Mystery dramas, based on the character of the famous gentleman sleuth, Ellery Queen.
STAR:	George Nader as Ellery Queen.
EXECUTIVE PRODUCER:	Albert McCleery.
PRODUCER IN CHARGE OF OPERATIONS:	Darrell Ross.
PRODUCER IN CHARGE OF LITERARY PROPERTIES:	Ethel Frank.
DIRECTORS:	Walter Grauman, Alan Cooke, Livia Granito, Alan Hanson and Lamont Johnson.
MUSICAL DIRECTOR:	Edward Truman.
CASTING DIRECTOR:	Jane Murray.
COSTUMES:	Jack Baer.
WRITERS:	Various.
ASSOCIATE DIRECTOR:	Clay Daniels.
AUDIO DIRECTOR:	Lloyd Jones.
UNIT MANAGER:	Dale Hume.
SPONSOR:	Radio Corporation of America on alternate weeks, through Kenyon and Eckhardt, Inc., agency.
ORIGINATION:	NBC Color City, Burbank, Calif.
PRESS CONTACTS:	Hollywood, Norman Frisch; New York, Leonard Meyers.

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NBC-New York, 9/23/58

NBC TELEVISION NEWS

September 25, 1958

'THE JACK PAAR SHOW' TO ORIGINATE IN HOLLYWOOD TWO WEEKS IN NOVEMBER WITH BIG ROSTER OF GUEST HEADLINERS

Jack Paar will take his late-night show to California in November, where it will originate live from NBC's Hollywood studio at Sunset and Vine for the weeks of Nov. 3-7 and 10-14 (Mondays through Fridays, 11:15 p.m. to 1 a.m., EST). "The Jack Paar Show" -- which usually originates from the Hudson Theatre in New York -- will make the move to present a panel of talent unavailable in the East.

Genevieve, Jose Melis and Cliff Arquette will accompany the show, appearing in their regularly scheduled spots.

NBC-TV Network stars Bob Hope, Jerry Lewis and George Burns are among Paar's expected guests. Other headliners Jack anticipates welcoming are Eddie Cantor, Ben Blue, Billy De Wolfe, Gene Sheldon, Barbara Hiller, Oscar Levant, Liberace, Dennis Day, Phil Harris, Carol Channing, Meredith Willson, Hans Conried, Vincent Price and former jockey Billy Pearson.

Hy Averbach will take over the announcing chores for the two weeks, with regular announcer Hugh Downs remaining in New York to emcee his daytime show, "Concentration."

CREDITS FOR 'GOODYEAR THEATER' ON THE NBC-TV NETWORK

STARTS 1958-59 SEASON:	NBC-TV Network, Monday, Sept. 29, 9:30-10 p.m., EDT (alternate each week with "Alcoa Theatre" in time spot).
BEGAN:	Oct. 9, 1955.
FORMAT:	Top name guest stars each week in filmed dramas, produced, directed and written by varying units.
EXECUTIVE PRODUCER:	William Sackheim.
PRODUCERS:	James Fonda, William Froug and Winston O'Keefe.
DIRECTORS:	Various.
STORY EDITOR:	Bud Kaye.
PACKAGER:	Screen Gems, Inc.
SPONSOR:	The Goodyear Tire and Rubber Co., through Young & Rubicam, Inc.
NBC PRESS REPRESENTATIVE:	Joe Mehan (New York), Dave Smith (Hollywood)

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NBC-New York, 9/25/58

CHECKING FOR 'GOODYEAR THEATRE' ON NBC TVC-TV NETWORK

STARTS 10:30-10 SHARON:

NBC-TV Network, Monday, Sept. 22,
10:30-10 p.m., EDT (alternate each week
with "Alcoa Theatre" in time spot).
Oct. 3, 1955.

TYPE:

Six same dramas shown each week in
"live" drama, produced, directed and
performed by varying units
within one hour.

EXECUTIVE PRODUCER:

PRODUCER:

Jerome Ross, Stanley Prong and Arthur
Lifshitz.

DIRECTOR:

Various.

STUDY GROUP:

Dan Dare.

SPONSOR:

Goodyear Tires, Inc.

AGENCY:

The Goodyear Tire and Rubber Co.,
through Young & Rubicam, Inc.

NBC PRESS REPRESENTATIVE:

Jim Mahon (Jim Jones), Dave Smith
(Hollywood)

NBC-New York, 2/25/54

NBC COLOR TELEVISION NEWS

CREDITS FOR 'THE ARTHUR MURRAY PARTY' ON NBC-TV NETWORK

TIME:	NBC-TV Network colorcast, Mondays, 10-10:30 p.m., EDT. Starting Sept. 29.
HOSTESS:	Kathryn Murray.
FORMAT:	Musical variety show with Mrs. Murray featuring guest performers, dance contests for guest headliners, dance instructions for home viewers and specialty numbers by Arthur Murray Dancers.
EXECUTIVE PRODUCER:	Jack Philbin.
DIRECTOR:	Barry Shear.
MUSIC:	Ray Carter.
CHOREOGRAPHY:	John Butler (first show); various.
SCENIC DESIGNER:	Jan Scott.
THEME MUSIC:	"Tales of the Vienna Woods" (Strauss).
ENTIRE PRODUCTION SUPERVISED BY:	Arthur Murray.
ORIGINATION:	Colonial Theatre, New York City.
ORIGINAL DEBUT ON NBC-TV NETWORK:	Oct. 19, 1953 (black and white).
NBC PRESS REPRESENTATIVE:	Joe Mehan (New York).

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NBC-New York, 9/25/58

JOE RYAN
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NBC COLOR TELEVISION NEWS

September 26, 1958

PREMIERE

'MASQUERADE PARTY'--COLORCAST SERIES IN WHICH PANEL TRIES TO NAME DISGUISED NOTABLES--SCHEDULED ON NBC-TV NETWORK THURSDAY NIGHTS

- - -

Bert Parks Will Be Host; P. Lorillard Company Is Sponsor

"Masquerade Party," a program in which noted personalities disguise themselves and challenge a panel of experts to identify them, will be colorcast over the NBC-TV Network starting Thursday, Oct. 2 (10:30 to 11 p.m., EDT), it was announced today by Robert F. Lewine, Vice President, NBC Television Network Programs.

A Wolf Production, in association with the NBC Television Network, "Masquerade Party" will be sponsored by the P. Lorillard Company through the Lennen & Newell advertising agency.

Bert Parks of NBC-TV's "County Fair" and NBC Radio's "Bert Parks' Bandstand" will be host of "Masquerade Party." Make-up artists Bill Herman and George Fiala, who were so successful in disguising previous guests on the show, will again be attempting to conceal the identities of famous personalities. Names of the panel members, all prominent personalities, will be announced later.

The program will be produced by Herb Wolf and directed by Lloyd Gross.

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ROBERT BENDICK NAMED PRODUCER OF 'TODAY' ON NBC-TV NETWORK

FOR RELEASE MONDAY A.M., SEPT. 29

Robert Bendick has been named producer of NBC-TV Network's "Today" show, it was announced today by William V. Sargent, Director of Participating Programs for NBC.

Bendick will begin his assignment on Oct. 6, when format and other production changes go into effect on "Today."

No stranger to Dave Garroway's early morning show, Bendick was producer of "Today" from August, 1954, until September, 1955, when he left to become a producer of "Wide Wide World."

Following his "Wide Wide World" assignment, he went to Hollywood where he was engaged first in producing feature films with C. V. Whitney Pictures, and later producing television programs with Merian C. Cooper Enterprises.

Bendick had a rich and varied background in TV and film production when he first came to "Today" in 1954. He produced and directed "This is Cinerama" and directed "Cinerama Holiday" -- and for the latter he received the Christopher Award.

Before that, Bendick was at CBS where he was head of news and special events programs. While there, he won the Peabody Award for his "United Nations in Action."

Bendick was born in New York in 1917. He took a degree in engineering in 1936 at New York University and spent another year at the C. H. White School of Photography.

(more)

Fresh from college he became a "selling" photographer with his pictures soon appearing in Life, Look, Fortune, Ladies Home Journal and National Geographic.

During World War II, he was with the USAF 10th Combat Camera Unit, producing and directing reports on Burma, the Ledo Road and the Irrawady Beachhead.

Bob is married to the former Jeanne Garfunkel, an artist, and the two have co-authored a book, "Making the Movies." By himself, Bendick has written "Television Works Like This."

The Bendicks have two children, Robert Jr. and Karen Ann.

("Today" is telecast over the NBC-TV Network, Mondays through Fridays, 7-9 a.m., EDT.)

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NBC-New York, 9/26/58

Frank Zuno critiques an unusual 2 "Initial" photomagazine with his photograms soon appearing in Life, Look, Esquire, Saturday Review, Journal and personal documents.

Durung would use it, he was with the Vera Zuno Gallery during 1967, producing and directing exhibits on Zuno, the Zuno Road and the Jerusalem Pomphrey.

Zuno is married to the former Susan Southwell, an artist, and the two have co-ordinated a book, "Seeing Eye Dancer," to publish, Zuno's 120 written "Television Across Life Span."

The Zunoides have two children, Jennifer 10, and Frank Zuno, Jr.

("Today" is Zuno's 2nd 30-day residency. Previous Durung Pritchard, 1-7 Aug., 1967.)

Andrew Dunn, 1/24/68

CAST AND CREDITS FOR "HIAWATHA" ON "SHIRLEY TEMPLE'S STORYBOOK"
SUNDAY, OCT. 5 (8 TO 9 P.M., EDT) ON THE NBC-TV NETWORK

STORYTELLER:	Shirley Temple.
STARS:	John Ericson, Pernell Roberts, Nyra Monsour, Katherine Warren, Robert Warwick and guest star J. Carroll Naish.
PRODUCTION:	Henry Jaffe Enterprises, Inc. in association with Screen Gems, Inc.
PRODUCER:	Alvin Cooperman.
DIRECTOR:	Mitchell Leisen.
TELEPLAY BY:	Frank Gabrielson.
ORIGINAL POEM:	"The Song of Hiawatha" by Henry Wadsworth Longfellow.
THEME SONG:	Mack David and Jerry Livingston.
MUSIC SUPERVISED BY:	Morris Stoloff.
MUSIC COMPOSED BY:	Arthur Morton.
CHOREOGRAPHY:	Jon Gregory.
COSTUME DESIGNER:	Gwen Wakeling.
ART DIRECTOR:	William Flannery.
ORIGINATION:	Filmed, from Hollywood.
DIRECTOR OF PHOTOGRAPHY:	Henry Freulich.
SPONSORS:	John H. Breck Inc.; Hills Bros. Coffee, Inc.; and the Sealtest Division of National Dairy Products, Corp.
AGENCY:	N. W. Ayer and Son, Inc.
PREEMPTS ON THIS DATE ONLY:	"The Steve Allen Show."
NBC PRESS REPRESENTATIVES:	Norman Frisch, Hollywood, Betty Lanigan, New York.

(more)

CAST AND CREDITS FOR "HAMLETS" ON "SUNDAY THEATRE'S STRAWBERRY
SUNDAY, OCT. 2 (8 TO 9 P.M.), HOST: Ed THE MOD-TV MUSEUM

STARCROSSING:

SUNDAY:

PRODUCTION:

PRODUCER:

DIRECTOR:

WRITTEN BY:

ORIGINAL TOUR:

[illegible] GUNS:

MUSIC SUPERVISED BY:

MUSIC COMPOSED BY:

CINEMATOGRAPHY:

COSTUME DESIGNER:

ART DIRECTOR:

ORGANIZATION:

DIRECTOR OF PHOTOGRAPHY:

FEATURING:

[illegible]

ROGER:

[illegible]

PRODUCED ON THIS DATE ONLY:

THE TRUE RUTHERFORD-STEVENS:

Sidney Pollack.

John Gielgud, Patricia Roberts, Ian
Dawson, Katherine Moyes, Robert
Vaughn and Jack Vine T. Gravell
Hotel.

Henry Jaffe Enterprises, Inc. in
association with Warner Cons. Inc.

Alvin Cooperman.

Mitchell Cotton.

Frank Cocciardo.

"The Sons of Lucretia" by Henry
Underwood Lonsdale.

Jack Levin and Henry Livingston.

Morris Stoloff.

Arthur Morton.

Jan Murphy.

Owen Paulding.

William Ziemnecz.

Vipond, from Holiwood.

Harry Davidson.

John H. Prout Jr.; Allie Ernst Gaffney,
Jr.; and the Beatrice Division of
National Dairy Products, Inc.

H. W. Ayer and Son, Inc.

"The Steve Allen Show."

Norman Friend, Hollywood, Harry Lawrence,
New York.

(more)

CAST

STORYTELLER.....Shirley Temple
HIAWATHA.....John Ericson
IAGOO.....J. Carroll Naish
PAU-PUK-KEEWIS.....Pernell Roberts
MINNEHAHA.....Nyra Monsour
NOKOMIS.....Katherine Warren
MUH-AH-GENTA.....Robert Warwick
CHIBIABOS.....David Garcia
KWASINOL.....Read Morgan
MEGISSOGWON.....Richard Hale
MEDICINE MAN DANCER.....Jon Gregory
HIAWATHA (Age 5 years).....Mickey Maga
HIAWATHA (Age 12 years).....Kim Charney
EA KA MUKA.....Felix Locher
MONDAMIN.....Ed Long
1ST OLD WOMAN.....Gail Bonney
2ND OLD WOMAN.....Vonne Godfrey
3RD OLD WOMAN.....Sara Taft

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NBC-New York, 9/26/58

CAST

SCHWARTZELEIN.....Gallery Cinema
DIAMANTA.....Dom Kinoteo
TABIO.....Cl. Cathol. Welsh
YU-FUN-KIENG.....Grand Palace
MONNERAN.....Film Boston
MONTAGE.....Palacios Tarios
MUN-AN-GANG.....Kolo-U Mundo
GUERIAGO.....Gran Teatro
GALTINGI.....Dom Kinoteo
MUTTELSOMON.....Rialto Nice
MOTOLINA MAN TANGLA.....Los Cineros
DIAMANTA (Age 3 years).....Money Mad
DIAMANTA (Age 12 years).....Film Company
DI KA MUNA.....Pathe Tones
HONGANIN.....Bi Jong
THE OLD WOMAN.....Gaiz Danny
THE OLD WOMAN.....Tonne Gaiety
THE OLD WOMAN.....Sans Souci

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Mid-New York, 1/26/7

MEL BROOKS, DANNY SIMON ADDED TO JERRY LEWIS' WRITING STAFF

Mel Brooks and Danny Simon have been added to the writing staff of "The Jerry Lewis Show," Saturday, Oct. 18 (NBC-TV Network colorcast, 9 to 10 p.m., EDT). The two comedy writers are former members of Sid Caesar's staff.

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LEE H. BRISTOL IS GUEST ON 'POCKETBOOK NEWS'

Lee H. Bristol, Chairman of the Board of the Bristol-Myers Company, will be a special guest of Wilma Soss on her "Pocketbook News" program on the NBC Radio Network, Monday, Sept. 29, 9:30 to 9:40 p.m., EDT. He will discuss the role of the United States in drug research. The program is a segment of "Nightline."

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NBC-New York, 9/26/58

NBC TELEVISION NEWS

September 29, 1958

'NBC KALEIDOSCOPE,' FULL-HOUR EXPERIMENTAL TV SERIES, TO START OCT. 19 IN ALTERNATE-WEEK SUNDAY AFTERNOON TIME-SPOT

- - -

New Departure in Public Affairs and Pictorial Journalism Will Also Explore Developments in Entertainment Field

An ambitious new experimental series, now in preparation under the working title of "NBC Kaleidoscope," will alternate with "Omnibus" every other week this season at the heart of a revitalized Sunday afternoon line-up on the NBC Television Network. The hour-long show, beginning Oct. 19 at 5 p.m., EDT, will be a new departure in public affairs and pictorial journalism and will also explore new forms and subjects in all entertainment fields, from Broadway to ballet.

In announcing the project, Robert F. Lewine, NBC-TV Vice President in charge of programming, disclosed that one of the new program's major innovations will be to re-create how a reigning theatrical hit is groomed for Broadway, featuring not only its creative personnel but also the stars in excerpts from the production. Negotiations are expected to be concluded shortly for a current musical comedy hit to become the first show to sit for this TV portrait.

The new series will also enable NBC News to flex its muscles in hour-long forays into the background of the news as well as

(more)

experiments in the TV counterpart of magazine features. The first "NBC Kaleidoscope," on Oct. 19, will bring five NBC correspondents to New York for an evaluation of what the rest of 1958 holds in store on the news fronts. Joseph C. Harsch will come from London, John Chancellor from Vienna, Irving R. Levine from Moscow, Cecil Brown from Formosa and David Brinkley from Washington. Frank McGee will serve as anchor man.

"NBC Kaleidoscope's" own varied fare will highlight television's richest variety of Sunday afternoon viewing -- NBC's refurbished schedule of sport, religion, education, culture, news and drama. One of the schedule's popular features, TV's only weekly news-in-depth show, will be "The Chet Huntley Show," a revised form of the "Outlook" program in which Huntley has established such an outstanding record as editor and star.

Absent from the new schedule will be Theodore Granik's "Youth Wants to Know," which soon ends a seven-year run on NBC. The final show in the teenager panel series, on Oct. 12 at 5:30 p.m., EDT, will be the fifth in a special group of interviews filmed in Moscow. American students will question V. M. Zhdanov, Soviet Deputy Minister of Health.

"'NBC Kaleidoscope' will represent one of NBC's major efforts this season to undertake experimental programming and share it with the public," said Mr. Lewine. "But while we intend to experiment in our approach and our point of view, we expect to turn out polished productions fully up to our best standards."

Among the programs planned for the new series, which will present Charles Van Doren as host, are "The Ten Commandments" to be

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produced from a new concept developed by Jess Oppenheimer; "The Actor Prepares," the behind-the-scenes dramatic story of how an actor is trained and prepared for a career; "The Best in the World," presenting the best of television production from the entire world; "Psychoanalysis," during which an actual analysis will be presented "live" during the hour.

Other programs in planning include a full-scale TV treatment of an American ballet group that has received world-wide recognition; the behind-the-scenes story of the largest theatre in the world and its Easter show,and a self-analysis of one of America's greatest playwrights with excerpts from his own plays as part of his intimate self-interview.

"NBC Kaleidoscope's" news shows, under the general supervision of William R. McAndrew, Vice President in charge of news, will be flexibly geared to events. They are expected to include an intimate survey of refugees from East to West Germany, who have been taking part in history's biggest mass flight from communism; a revealing report on how the white man is still trying to drive the American Indian off his land; a look inside the Brookhaven atomic laboratories; "Projection '59," an analysis of next year's news prospects, and an informatively satiric "David Brinkley's Guide to Europe" in time for next Spring's tourist season.

Except for the opening show and "Projection '59," which will be produced by Chet Hagan, the news programs will be produced by Reuven Frank. The rest of the "NBC Kaleidoscope" series will be supervised by Herbert Sussan, director of NBC special programs.

(more)

produced from a low-budget documentary-like style (documentary "The Battle Sweepers"), by having-to-measure-domestic abroad or domestic issues to trained and prepared for a career. The key is the "young" presenting the goal of behavioral production from the talent series "Experimentally-are," looking where a actual analysis will be presented "live" during the hour.

Other programs in development include a full-hour TV treatment of an American public error line the original publication production the Continental-Commonwealth about if the Internal Theatre in the world and its author-stars, and a full-analysis of one of America's premier plus-weights with everybody from film, non-stage as part of the Lincoln Center Institute.

"ABC Entertainment" now shows really are having Superviewer of Affiliate S. Robinson, who facilitates in terms of news will be directly owned to results. They are assisted to build of Internet stores of network from just on that division. We have been having part in Industry's budget was right from consultant, revealing report on how the media was is what trying to write for reading. Tether off his hand a look inside the Internet issue Entertainment "Television Ten," an analysis of what what's now happening, and a interactively rating "David Letterman" with to Conner, in the ABC Spring's formal season.

Brown for the coming year the Production Co.'s series will be produced to date Magic, the new programs will be produced on Sunday Times. The part of the "ABC Entertainment" series will be accessible by Internet Service, however on ABC Special Programs.

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Effective Oct. 19, this is how the new Sunday schedule (all times NYT) will shape up:

1:30 p.m. -- "The Catholic Hour," which will be followed in the same time period during the season by "The Eternal Light," a Jewish religious program, starting Nov. 2, and the Protestant "Frontiers of Faith," starting Dec. 28.

2:00 p.m. -- "Mr. Wizard," Don Herbert's entertaining science instruction for youngsters.

2:30 p.m. -- Professional Basketball.

5:00 p.m. -- "NBC Kaleidoscope," alternating with "Omnibus."

6:00 p.m. -- "Meet the Press," television's longest-running press-conference show.

6:30 p.m. -- "Chet Huntley Show."

7:00 p.m. -- "Saber of London," the detective thriller set against authentic English backgrounds.

Next Sunday, Oct. 5, NBC's sports feature will be one of the World Series games from New York, to be telecast in color and black-and-white, with pre-game coverage beginning at 1:30 p.m. On Oct. 12, starting at 2:30 p.m., the network will open its season of professional basketball coverage with the telecast of an all-star exhibition game.

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NBC-New York, 9/29/58

NBC COLOR TELEVISION NEWS

'DINAH SHORE CHEVY SHOW' COLORCAST SEASON STARTS SUNDAY, OCT. 5

- - -

Premiere Guests Include Gwen Verdon, Art Carney, Louis Jourdan and Burl Ives

Dinah Shore will be joined by a star-studded guest list when she starts her second season of "Dinah Shore Chevy Show" full-hour colorcasts on the NBC-TV Network, Sunday, Oct. 5 (9-10 p.m., EDT).

Appearing with Dinah on the premiere show will be Louis Jourdan and Burl Ives, special guest star Art Carney, and extra special guest star Gwen Verdon of "Damn Yankees" fame.

The "Dinah Shore Chevy Show" series will again be sponsored by the Chevrolet Motor Division of General Motors Corporation through the Campbell-Ewald Company advertising agency.

Dinah, who has received many honors during her career, was accorded added laurels upon her entry into a full season of full-hour shows. Among the numerous awards last season to the singer and her show were three "Emmys," a Sylvania Award and a George Foster Peabody Award.

William Asher will be the new producer-director of the "Dinah Shore Chevy Show" colorcasts. Other new production names (who will join the staff that worked so successfully with Dinah last season) include Dean Whitmore, associate producer, Fred Karger, music coordinator, and Gordon Wiles, associate director.

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NBC-New York, 9/29/58

SECOND 'VICTORY AT SEA' RECORD ALBUM ISSUED

In response to the enthusiasm which greeted the first "Victory at Sea" record album, one of the biggest LP sellers of the past decade, Robert Russell Bennett has gone back to the original 13-hour-long Richard Rodgers score and made a second suite. Bennett conducts the RCA Victor Symphony Orchestra in "Victory at Sea: Volume II," just released.

This second suite from the score of the NBC-TV Network's Naval history of World War II has eight parts: "Fire on the Waters," "Danger Down Deep," "Mediterranean Mosaic," "The Magnetic North," "Allies on the March," "Voyage into Fate," "Peleiu," and "The Sound of Victory." The present selection supplements, without repeating, the earlier one.

"Victory at Sea," produced by the late Henry Salomon, has probably the longest orchestral score ever written. Bennett was the arranger of the Rodgers music for the 26-week series of half-hour films. In a record liner text-piece, Richard Hanser, co-author with Salomon of the "Victory at Sea" scripts, says: "Russell Bennett's gifts as an arranger are unsurpassed. He gave the themes, melodies and movements of Richard Rodgers the form and structure of a symphony, a color and feeling that miraculously matched the pictures on the screen."

The filmed series had its premiere on NBC-TV Oct. 26, 1952, and has since had many repeat performances across the country. New York is currently seeing the series for the eighth time, Los Angeles for the ninth. It has won virtually every major prize in the TV field, beginning with a Peabody Award.

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NBC-New York, 9/29/58

SECOND VICTORY AT SEA! RECORD ALBUM ISSUED

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This second suite from the score of the NBC-TV Network's Naval history of World War II has eight parts. "Film on the Waters," "Proud Town Burn," "Mediterranean Ocean," "The Impossible Birth," "Allies on the March," "Voyage into Peril," "Pacific," and "The Sound of Victory." The present selection supplements, without duplicating, the earlier one.

"Victory at Sea," produced by the late Henry Salomon, has probably the longest structural score ever written. Through the sponsorship of the Budgeted Music for the 26-week series of half-hour films, in a record time-table, Richard Rodgers, co-author with Salomon of the "Victory at Sea" series, says: "Nearly impossible with an amazing sky unsurpassed. He gave the theme, melodies and movements of Richard Rodgers the form and structure of a symphony, a score and feeling that strangely matched the pictures on the screen."

The filmed series had its premiere on NBC-TV Oct. 16, 1952, and has since had many repeat performances across the country. New York is currently seeing the series for the eighth time, for Angelus for the ninth. It has won virtually every major prize in the TV field, beginning with a Sunbeam Award.

NBC-New York, 9/29/58

DORIS ANN OF NBC NAMED 'OUTSTANDING PROFESSIONAL WOMAN OF YEAR'

Doris Ann, a television producer in the National Broadcasting Company's Public Affairs Department since 1951, has been named the "outstanding professional woman of the year" by the Business and Professional Women's Clubs of metropolitan New York.

Miss Ann, who has produced "Frontiers of Faith" and the "Catholic Hour" since their inception on the network seven years ago, will receive the BPWC's Professional Woman's Citation on Thursday, Oct. 9 at a ceremony in the Rainbow Grill, Rockefeller Center. The occasion will be a feature of Business Women's Week, an annual observance of the National Federation of Business and Professional Women's Clubs.

"The judges felt that Miss Ann's pioneering work as a woman in television could inspire other women who learn of it to seek careers in the industry, or in other new fields that may open up," said the chairman of the organization's awards committee, Miss Marjorie O'Shaughnessy. "Once one woman has accomplished something, it is easier for other women to follow."

Miss Ann, born in Newark, N. J., is a graduate of Bucknell University (B. A.) and New York University (M. A.). After a year in social work in her native state, she joined Barbizon Corporation, Paterson, N. J., as personnel manager. In 1944 she joined NBC's Personnel Department, where she served as placement manager and executive placement director. As an NBC-TV producer since 1951, she has produced -- in addition to "Frontiers of Faith" and the "Catholic Hour" -- "Children's Corner" and many programs in the "March of Medicine" and "Conversations with Elder Wise Men" series. She lives in Glen Ridge, N. J.

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NBC-New York, 9/29/58

NBC COLOR TELEVISION NEWS

CAPTAIN GILLIAM WILL TRY TO BOOST HIS $71,000 BANKROLL WHEN 'TIC TAC DOUGH' COLORCAST STARTS IN NEW MONDAY TIME-SPOT

Navy Capt. Charles "Tex" Gilliam will help the "Tic Tac Dough" weekly colorcast mark its change to a Monday night schedule by trying to boost his $71,000 bankroll on Oct. 6 (NBC-TV Network 7:30 p.m., EDT). (The show was formerly colorcast Thursdays at 7:30 p.m., EDT.) Jay Jackson is emcee.

Gilliam pushed his winnings to $71,000 by winning $2,600 from Lee Lendt of Council Bluffs, Iowa on Sept. 25. He is now engaged in a tie game with Joseph Fox, a Mt. Kisco, N. Y., script editor.

(NOTE: The Monday-through-Friday daytime NBC-TV Network telecasts -- in black and white only -- continue in the 12 noon-12:30 p.m., EDT time-spot. Jack Barry emcees the daytime series.)

NBC-New York, 9/29/58